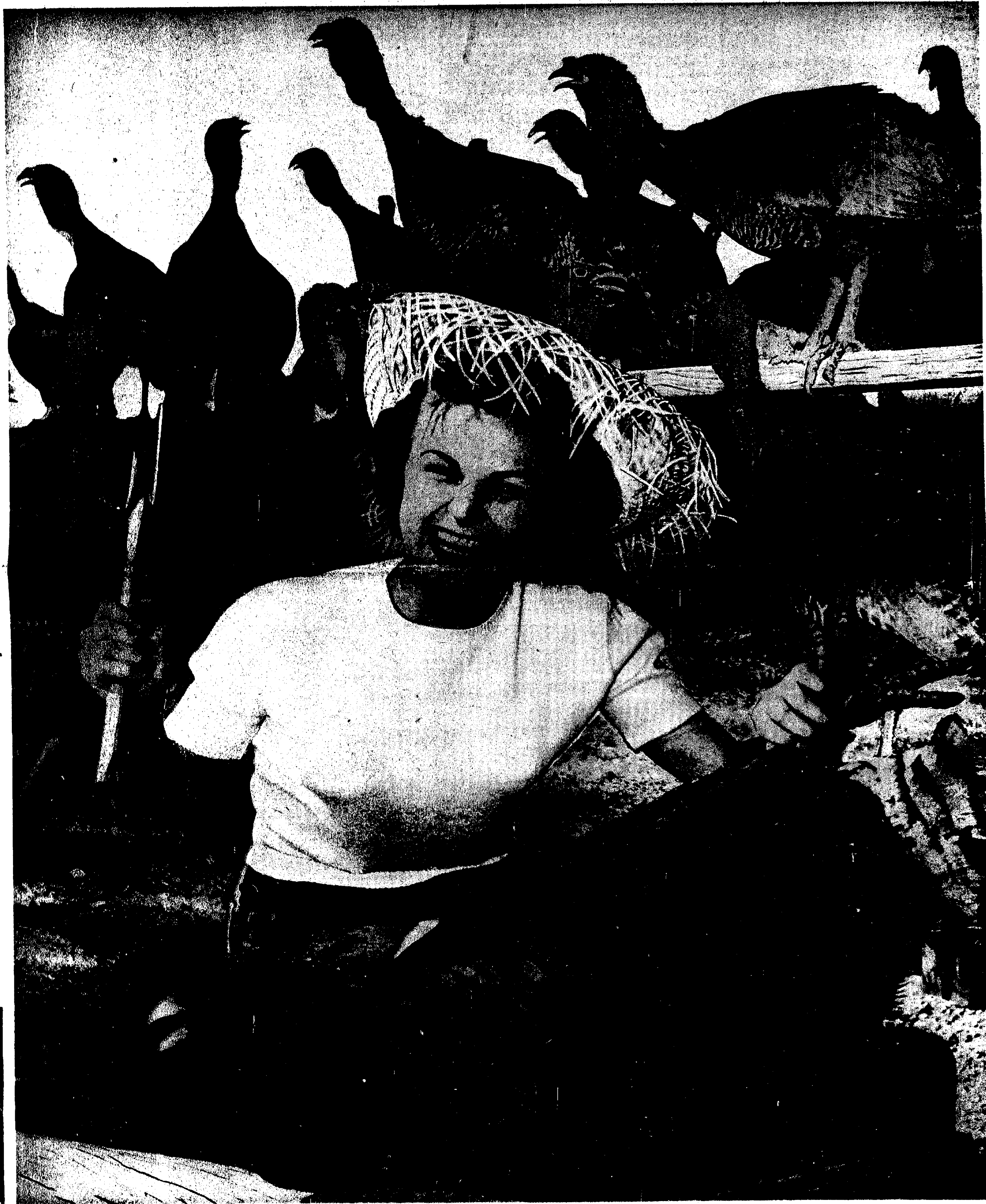


Press-Telegram *Southland*

LONG BEACH, CALIFORNIA, SUNDAY, NOVEMBER 20, 1949

MAGAZINE Section



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Member
**PACIFIC SUNDAY
MAGAZINES**

FRED TAYLOR KRAFT,
Magazine Editor

THANKSGIVING

Pretty Alma Sperling demonstrates the technique of a preliminary fundamental to dinner on Thanksgiving Day. It's "heavy, heavy hangs over the head" of Mr. Big Fat Turkey.

—Photo by Jasper Nutter.

How Early Californians Celebrated Thanksgiving

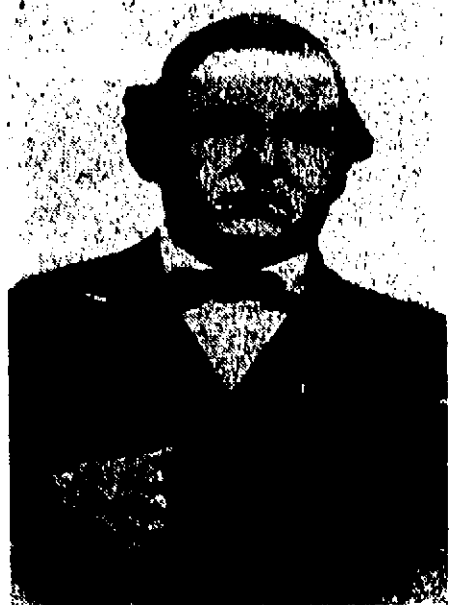
By Maymie R. Krythe

LONG BEACH did not exist during the 1870s, though William Erwin Willmore was dreaming of "Willmore City," the town he hoped to found here along the Pacific. But Thanksgiving Day, even then, was being observed in some of the old communities in the Southland. This, as one reporter asserted, was a rather quiet holiday, featured by church services and family gatherings. He concluded his description of the day with this observation:

"Bless the old-fashioned New England custom of observing Thanksgiving, which has come down to us from the wreck of departed manners. It makes us all better and happier, and it would be good for country and people if there were more days like it."

Nowadays, as we carry on this old tradition in California, on the fourth Thursday in November, perhaps some people have the idea that Thanksgiving has always occurred on this date; also that it was started by the Pilgrims at Plymouth Colony in Massachusetts, in 1621.

However, this feast was not originated by the Pilgrims; for several other peoples had celebrated days of thanksgiving long before. The Hebrews, for example, kept their harvest festival, the "Feast of Tabernacles"; early Greeks, at their "Feast of Demeter" honored the goddess of agriculture and harvest; and in England, the autumn feast of the Druids—the "Harvest Home"—was very popular in rural districts. Such fall festivities were also com-



Mat Keller was one of the Southland's first hosts at a Thanksgiving dinner.

mon in the continental European lands.

During the Puritan regime in England, Christmas celebrations were frowned upon; therefore, when the Pilgrims in Massachusetts felt the need of recreation, after many months of hard work, they decided to set aside a day of thanksgiving. During their first difficult winter in the New World, many of their company died. In the spring, they planted their crops and were blessed with bountiful harvests that fall. So, on Dec. 13, 1621, they invited their Indian friends to join them in feasting.

THE FOLLOWING year brought more hardships, some trouble with the natives, and lack of food; so there was no Thanksgiving Day that fall. In May, 1623, a drought started that lasted into July. The crops

withered in the fields; then the colonists went to their little church, and fasted and prayed for nine hours. The sky had been cloudless; but in a short time their prayers were answered when a "refreshing rain" descended and revived the drooping crops. Also a ship arrived with additional colonists and supplies. At once the governor set aside a day for "public thanksgiving"—this time in July, 1623.

In later years in New England there was no fixed time for the holiday; and the colonies observed it on different dates. For instance, the Bostonians once actually set the feast date in February, when the ship Lyon arrived in port.

Since people of differing religious beliefs settled in New England, it soon became the custom for the governors, rather than church officials, to decide upon the time for this holiday.

When the colonies declared their independence, the Continental Congress, on several occasions during the Revolution, proclaimed days of thanksgiving. But it was not until 1789 that a national Thanksgiving Day was decreed by President Washington, because of gratitude "for the establishment of a form of government that made for safety and happiness." The day was observed on the last Thursday of November, in 1789.

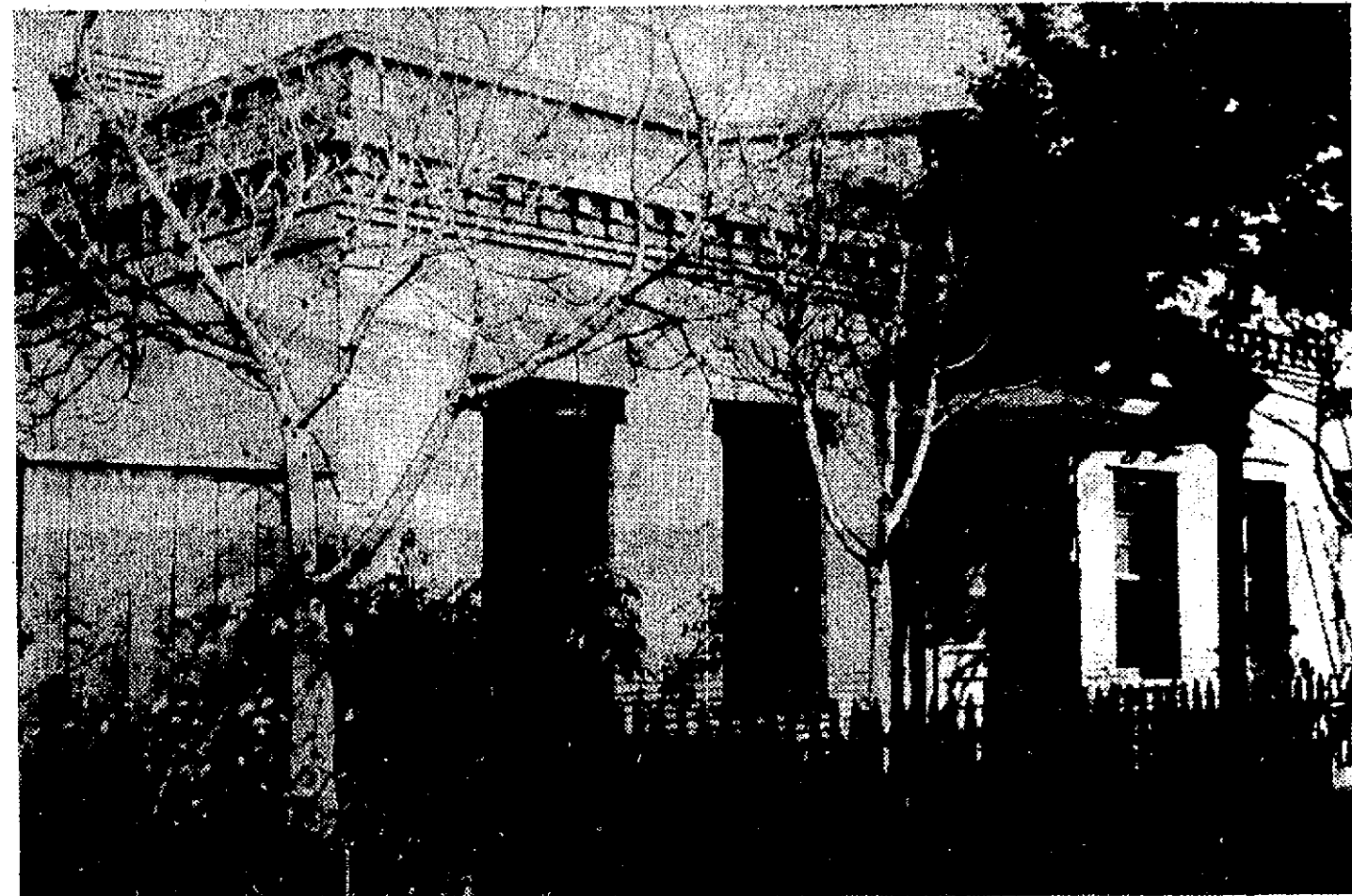
Naturally, Southern Californians joined with the rest of the states each fall in rejoicing over the gathering of their

harvests. Grapes became quite abundant here, even in the 1860s, and it was in that decade that a man named Frohling introduced the "Harvest Home" celebration. He invited 200 friends and employees to his home. The Teutonia, a German singing society, added much to the pleasure of the guests by their singing of songs of the fatherland. In the afternoon everyone sat down to long tables, which were loaded with the choicest foods obtainable.

Some years later, during the 1870s, Mathew Keller, one of the leading ranchers of the Southland, entertained 125 guests at his home in Los Angeles. The list included the members of the city council, reporters and people from various professions and trades, all eager to share in this bountiful "Harvest Home."

His hospitable mansion was crowded. The tables fairly groaned with good things, fluid and solid. Here is the complete menu served that afternoon:

SOUPS
Mock Turtle or Oyster
FISH
Oyster Patties
ENTREES
Blanquette of Chicken
Veal Cutlets
Breaded Steak and Kidney
Pudding
Curried Pigs' Feet with Rice
Macaroni and Cheese
MEATS
Rump Beef, Corned with Cabbage



—Photos Courtesy of Title Insurance and Trust Company

In the 1870s the mansion of Mathew Keller, one of the Southland's leading ranchers, was filled with as many as 125 notables for Thanksgiving dinner.

Leg of Mutton, Oyster Sauce
Roast Beef
Pork with Sage and Onions
Pig with Apple Sauce
DESSERTS
English Plum Pudding
Apricot Pie
Blackberry Pie
Green Gage Pie
Apples
Nuts
Fresh Strawberries
Tea
WINES
Claret
Angellia
Sherry
Eldorado
White Wine
Port
Reissling
Muscatel

AFTER this bountiful dinner, the guests danced for several hours. At 12:30 a. m. everyone sat down to a "cold collation." There were various meat dishes, which "stood side by side with elegant confec-

tionery, pastry, and bon bons." Many toasts were drunk, and everyone took part in the long program of songs and speeches. At 5 a. m. this long-remembered party broke up.

Although roast turkey didn't appear on Mat Keller's menu, the national bird with cranberry sauce "and all the trimmings" was a popular item on the bills of fare for hotels, and dinners for relatives and friends at this season. And no wonder, for then turkey sold for only 10 to 12½ cents a pound!

The custom of staging contests and indulging in sports on Thanksgiving afternoon was

started in America by the Pilgrims and their Indian guests. By the latter part of the 19th Century, Southern Californians were attending horse and bicycle races on the holiday, at a park in Los Angeles, at the corner of Washington and Grand. Others went duck hunting in marshes along the coast, while a new game, known as football, was coming into vogue.

So, when we celebrate Thanksgiving in Southern California, our modern celebration is really a combination of various festivals and traditions that have come to us from different peoples and various parts of the world.

Teachers Are Craftsmen, Too

By Winifred Layton

EDUCATION is a craftsman's project. Teachers in the Long Beach public school system are aware of this for they must be the craftsmen. But how little do parents know of the materials necessary for the instruction of their children? They hear only of books, pencils, paper, chalk, maps and other commercial items issued by the Board of Education. Devices used in the classrooms, especially those of kindergarten level, must be made by hand, since they cannot be found on the market.

Commercial devices, or "games" as they are sometimes called, do not meet the needs of sturdiness nor adaptability. Furthermore, the teacher learns more about instructing the child when faced with the problem of devising the methods, says Gladys Potter, deputy superintendent of schools.

In Long Beach kindergartens this year are seven new teachers. They have not yet had the opportunity to build up collections of the necessary equipment, a project that involves a period of years, but they are finding the craftsmanship of other teachers ahead of them will suffice while they search out a spare hour now and then in which to carve, hammer, chisel, paint, paste or sew.

As the approximately 5000 kindergarten pupils of today sit cross-legged on floors in front of their teachers in 28 elementary schools they are told how to make use of such "games" as the Dowel color and number game where children first match the color on a card with the same color on another card, then the color on a card with the same color displayed in the form of a number, and finally more than one color and number at a time. Educators, however, do not like the term, "game," because these are not pastimes but devices for learning. After receiving instruction the children put the devices to actual use under guidance of their teachers.

Take, for instance, the classification game. A kitten, baby, teddy bear, boy, girl and dog appear at the top of the board and beneath them appear such simple names as "Puffy," "Baby," "Tim," "Jane," "Dick," and "Spot." Below appear pictures of the same individuals on removable cards. The child learns to place the proper card under each named subject.

Where are the tools for making these pieces? The Long

Beach public school system maintains one workshop at Burbank Elementary School, Fourth St. and Junipero Ave., for teachers of every elementary school in the city. The workshop is put into use five days a week under supervision of Mrs. Ruth F. Huddleson and

Chauncey B. Story, directors of industrial arts.

HERE are created the peg board game, money game, matching puzzles, number and color games, farmyard animals for the miniature countryside set up by kindergarten pupils, little drawstring bags of cloth

to keep puzzle pieces and other tiny objects from going astray, trains, trucks, filling stations and all the other paraphernalia of the beginner. Here, too, the teachers of crafts from first to sixth grade try out their instructions before applying them to their classes.

Only the most durable of materials are used. Heavy



As pupils of the junior-first class look on, Mrs. Mary Way of Burbank Elementary School explains use of kitten book, school reading readiness material.



Here is a display of many of the instruction games made by school teachers. Joyce Hossainy, new third grade teacher at Burbank, exhibits a reading chart.



Photos by H. S. Melvin

Camille King works on colored block device, shown in use elsewhere on this page, at Burbank School shop.

wrapping paper or art weight paper is used wherever pictures are made. A pliable, lightweight wood is used in many of the matching games. Most of this takes skill and intricate care in handling while cutting and hammering. Objects must be large and easy for small children to handle, but proportion must be per-

fect in order to teach children the sense of proportion.

Judging by the size of the job and the fact that materials must be prepared before and after school hours, it looks as if elementary school teachers spend three-fourths of their waking hours teaching or preparing materials with which to teach.

Likeness of Maple

ALL MAPLE furniture has likeness that you like—it is simple, sturdy, small scaled for small rooms, very American and very much in style for today's casual living. And you can always find new pieces that go perfectly with those that you have. But look at maple furniture in the stores today and you'll see one big difference right away, in the color of its finishes. Some maple furniture is medium dark and reddish and some is light. Home fashions favor the lighter finishes just now, the honey tones like those you see on maple antiques which came from beeswax rubbed into the raw wood by hand. Other differences in maple is not so easy to see. Some furniture is made of hard rock or sugar maple, the finest kind, some of it of soft maple and birch combined and some furniture which seems to be maple is made instead of birch, pine, beech or cherry finished in maple tones. Only the wood that is clear and evenly grained can be used for the light finishes. A piece of dark maple may be of good quality

but it is, of course, possible to cover up imperfections with darker color.

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LONG BEACH



Photos by H. S. Melvin

Susanne Hagrebe demonstrates how colored blocks are sorted to enable children to learn color matching.

Beautiful resting place for loved ones

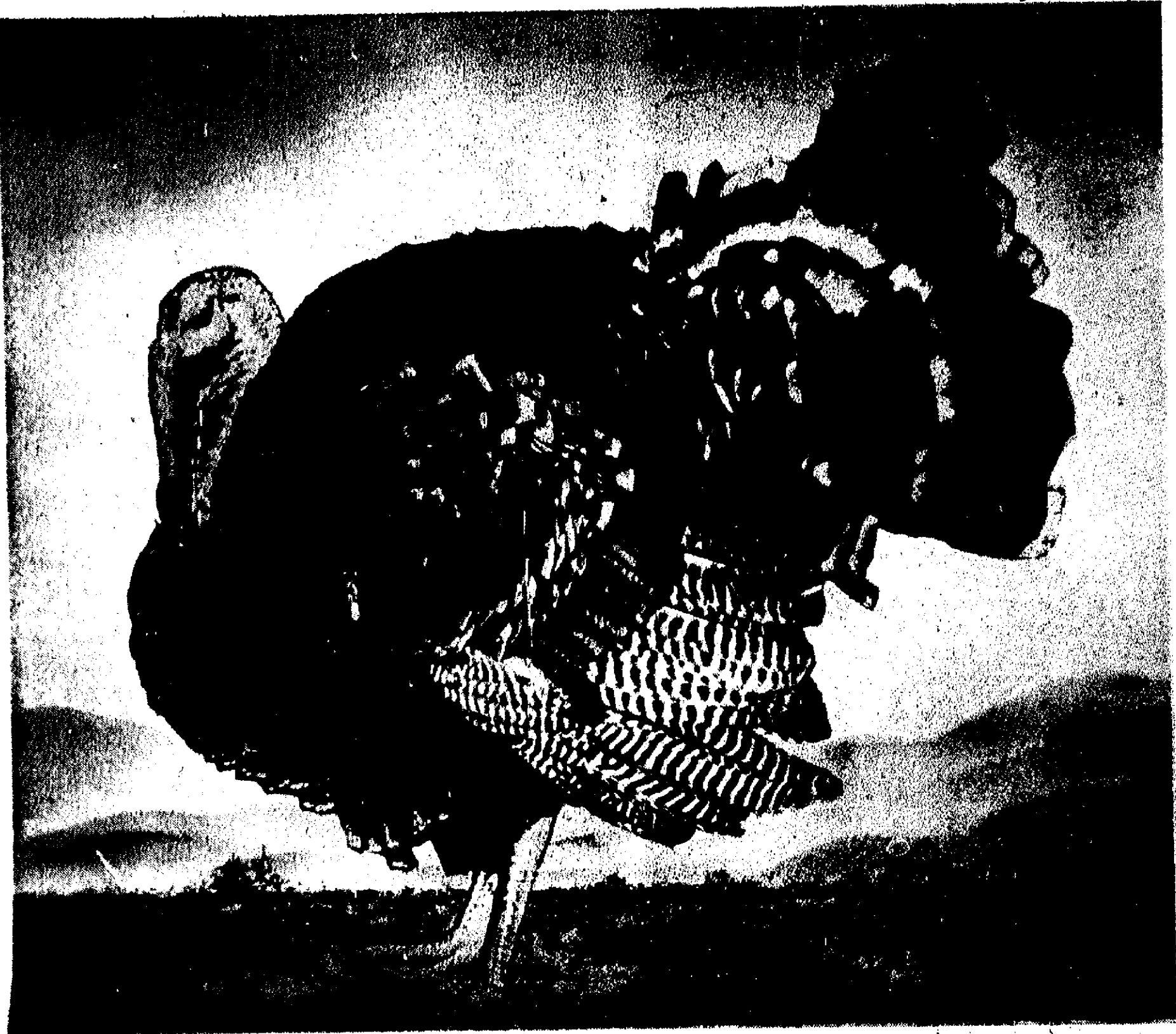
Westminster Memorial Park, located just seven miles east of Long Beach, offers you a lasting memorial for your loved ones. In its natural beauty, with skilled landscaping and modern facilities, it also offers you a personal service which has been known no precedent since 1924. Investigate our financing plan which eliminates all future worries over details of interment. VERY LOW RATES. For full information Phone 9-2107.

Westminster Memorial Park

CEMETERY MAUSOLEUM CREMATORY

Turkeys Are Big Business

Turkeys are big business in Los Angeles County about this time of year, the latest inventory placing the number of birds in the county at 1,313,000—a whale of a lot of Thanksgiving dinners, as any small boy can tell you. In June, an estimate by the county's livestock inspectors placed the turkey population at 10,000 hens for egg production, with a value of \$6.50 apiece or \$65,000; 8000 marketable birds worth \$6 each, and 300,000 partially developed birds worth \$4 each. There are about 50 big turkey producers in the county; that is, producers who raise 1000 or more birds—most of the 50 raise 3000 to 5000 birds but some raise as many as 15,000. (The data on turkeys above was supplied by Dr. L. M. Hurt, L. A. County livestock inspector.)



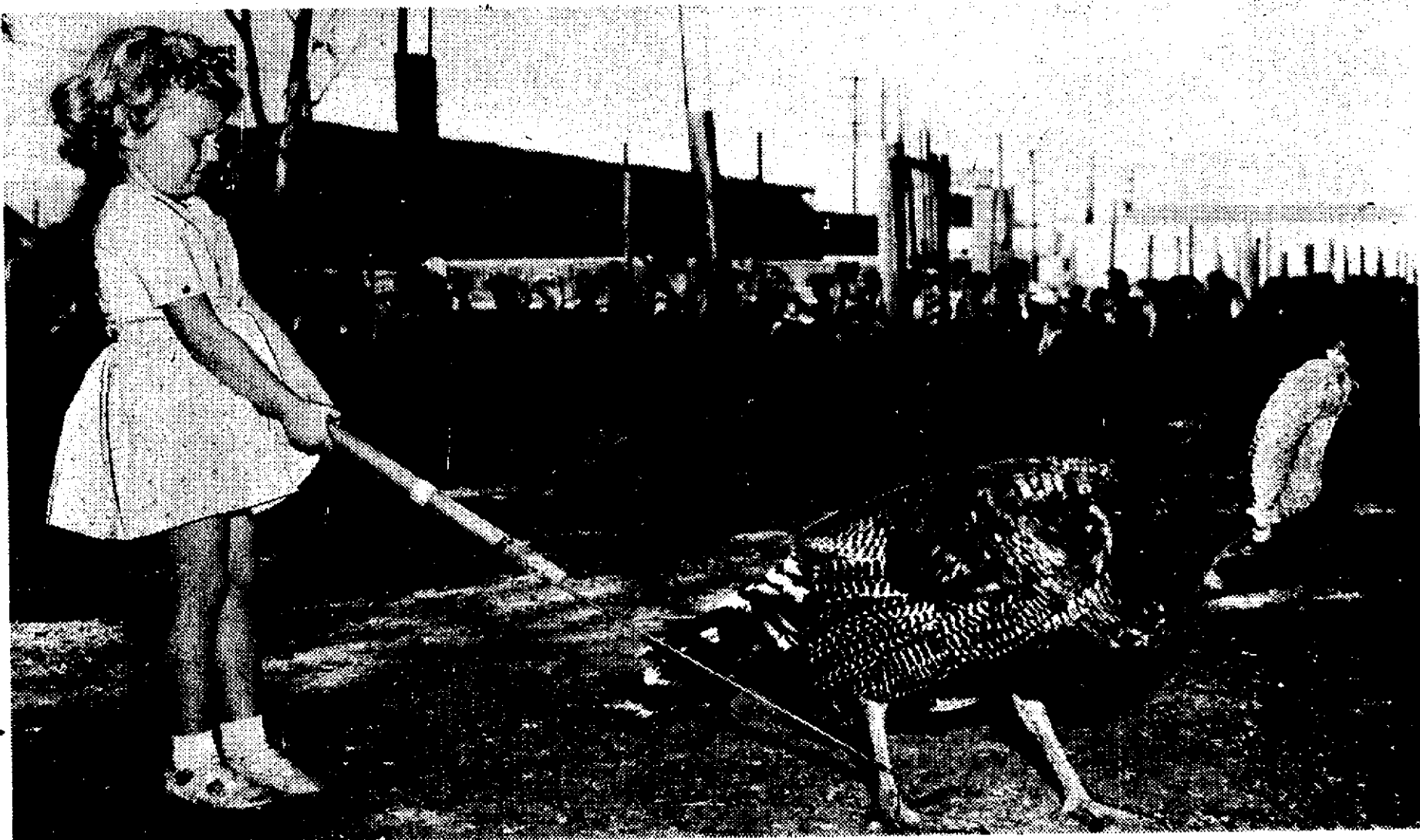
Fat bronze turkeys, like the proud fellow above, get little attention from the average citizen until about this time of year, when they strut right into the spotlight of the culinary stage.



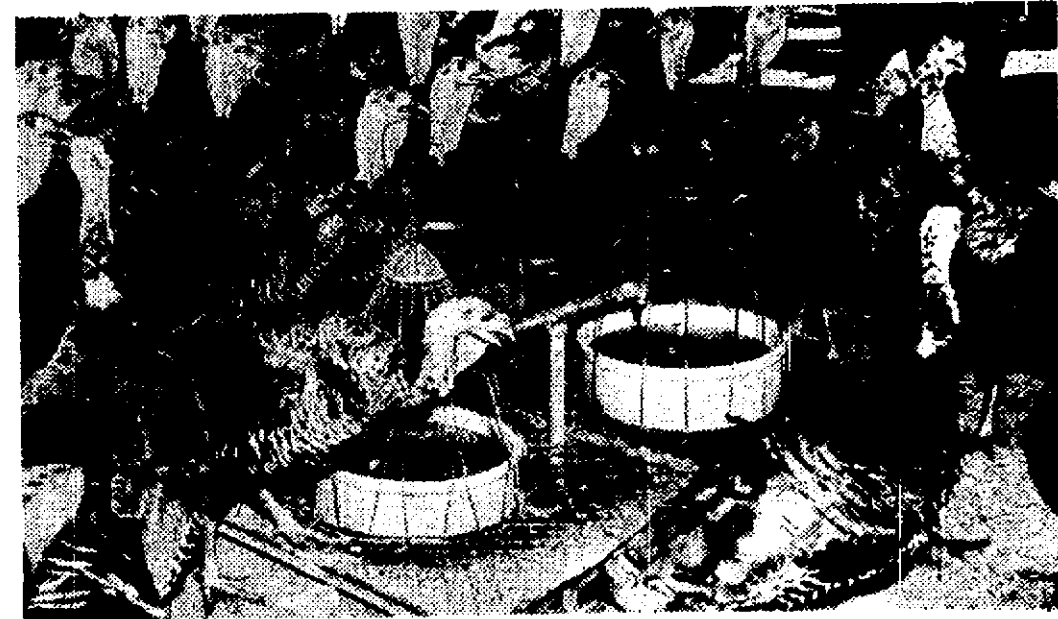
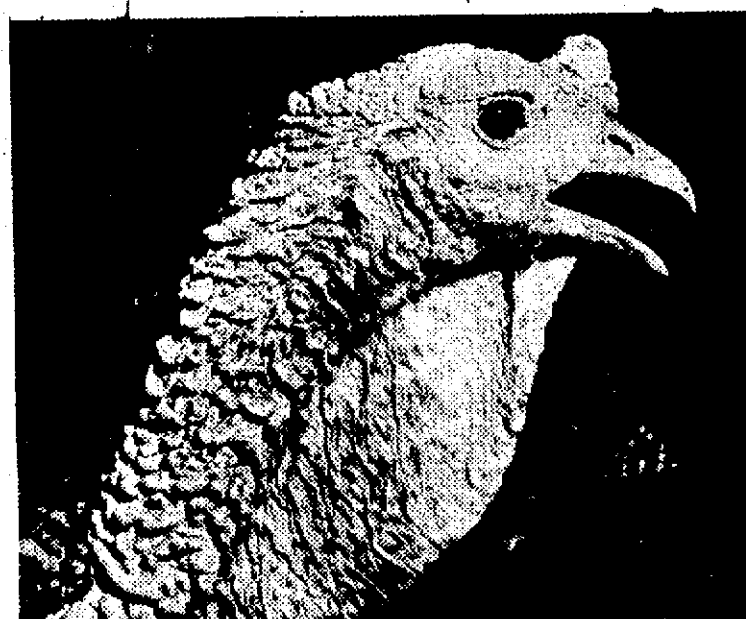
Turkeys are temperamental and have many frailties, as any farmer knows, and they must be kept under close scrutiny as they grow toward maturity and are fattened for the holiday market.



Here a plump turkey, with legs tucked under and ready to pop into the roaster, receives a final inspection. About half county's birds are raised on the coastal slope, rest in Antelope Valley.



Little Miss Turkey Rancher uses a long-handled hook to snag her Thanksgiving Day dinner by the leg. Turkey raisers must have good sense of timing to get prime birds to market by deadline.



—Photos by Jasper Nutter

Perhaps speculating on the future, a healthy young turkey poses for the photographer, showing what he is about to lose—his head! At right above, part of a flock of turkeys in feeding pen.

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IMPERIAL HARDWARE CO.
LONG BEACH COMPTON

Glass door in the kitchen looked old-fashioned. It was made attractive with molding and colored print.

Yesterday's HOME IS RESTYLED

By Dorothy Killam

AS LONG BEACH expands, more and more of the older homes are being included in downtown areas of major business districts in outlying sections. Owners of such residences, could do much to improve the modern aspect and attractive appearance of the city by making over these homes in more up-to-date styling.

With this in mind and a desire for more comfortable quarters, Mr. and Mrs. Sumi Swanson have started a remodeling program in their home at 326 Molino Ave. Interior changes have come first. Exterior restyling and new landscaping are next, scheduled for an early date.

What the Swansons have done to transform their place can serve as an inspiration to others. A former interior decorator and president of the Long Beach Art Association, Mrs. Swanson has more than talent — she has the determination and foresight to see beyond the drab walls overlaid with molding and ugly built-ins.

Mrs. Swanson says that remodeling can cost more than a new house unless a strict budget is devised and adhered to. She cuts down on expenses by doing everything she can herself. For instance, she made and hung all the window treatments in this house. The ruffled living room curtains meant



Built-ins, walls and ceiling in this room at the home of Mr. and Mrs. Sumi Swanson were painted a grayed-green shade in restyling operation. Excess moldings were removed. Mrs. Swanson painted a picture to go with room.

long hours spent at the sewing machine but they are as attractive as any she could have bought, and they cost far less.

Another way the Swansons kept expenses down was to give the undesirable features an attractive twist by making them a center of interest in the room rather than spending needed



Mrs. Swanson painted the ballerina picture and hung it in antique shadow-box frame to highlight grouping.

money to remove them. A good example of this is the old-fashioned hood over the stove which Mrs. Swanson decorated with molding and a cotton print ruffle to match the window trim.

Background colors — walls, ceilings and floor coverings — are also important. The Swansons used deep colors that had been greyed down to blend with other colors used. These deep colors are several shades lighter after they are dry so Mrs. Swanson always has them tested by painting an unobtrusive spot to see if the color is going to be right when dry.

Walls, ceilings, built-ins and woodwork were all painted the same color in each room. This treatment tends to make less obvious poorly arranged facilities and also to make the rooms seem larger. The greyed-blue shade used on the living room walls and ceiling imparts a spacious feeling and is an ideal background for the many colors used in this room.

Although Mrs. Swanson used no paper on any of the larger walls, she finds paper useful for adding interest to closets. Her dressing room, which she made from an extra large closet, has walls papered to dado height and hat boxes on a high shelf in view of the room are covered with the same pattern.

Because the exquisite antiques and original paintings which grace this home have been arranged in settings which show them off to their best advantage, this interior is unusually lovely. Mrs. Swanson has painted some of the pictures

(Continued on Page 6.)

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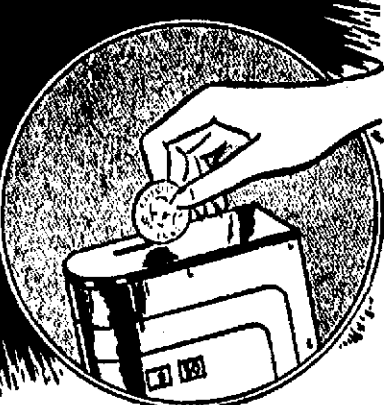
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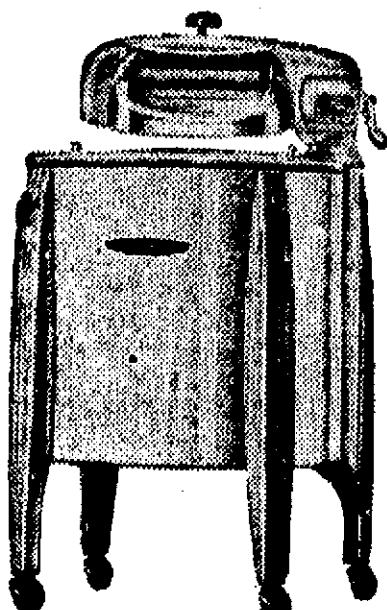
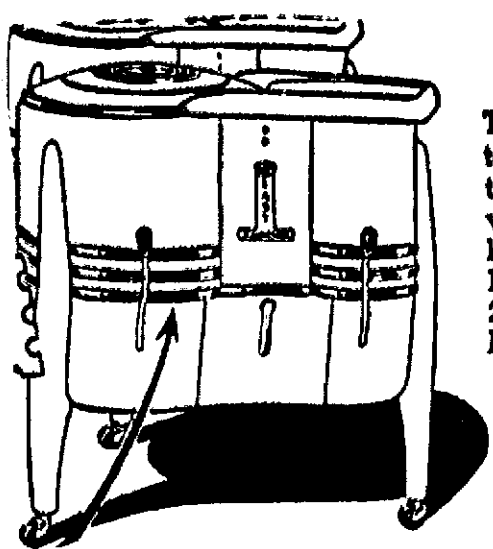
17¢ a Day

ON ADAIR'S NEW
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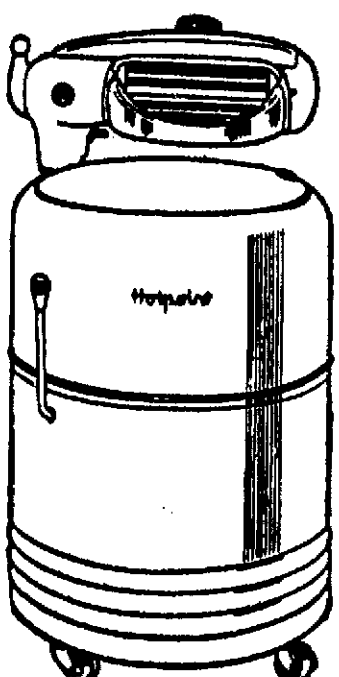
EASY SPINDRIER

The new Easy Economy Spindrier takes the blues out of washday! Two tubs work together to do big family wash in less than an hour. Rinses full load cleaner right in spinning basket. No set tubs needed. Whirls clothes 25% drier than a wringer. Portable! Just wheel it to any sink!



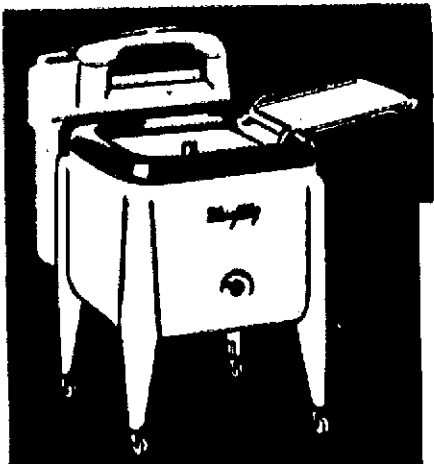
SPEED QUEEN

A value beyond compare! Here's a reliable performer that will give years and years of snow-white washes! And the exceptionally low price will amaze you!



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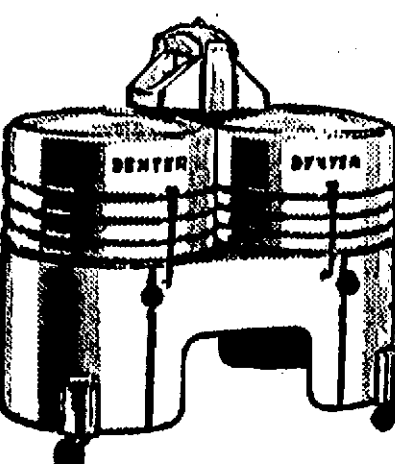
Three breathtaking new models to choose from, all priced for easy ownership! Top-loading, economical in operation. A value that will quickly pay for itself!



DEXTER

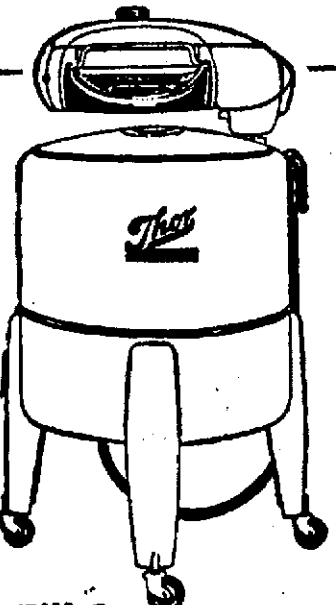
The Dexter Twin Tub with exclusive Double Sudsing will give you a new wash day experience! Two washing tubs will get your clothes cleaner quicker and easier.

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ALL OF WHICH ADDS UP TO THESE THREE SIMPLE FACTS:

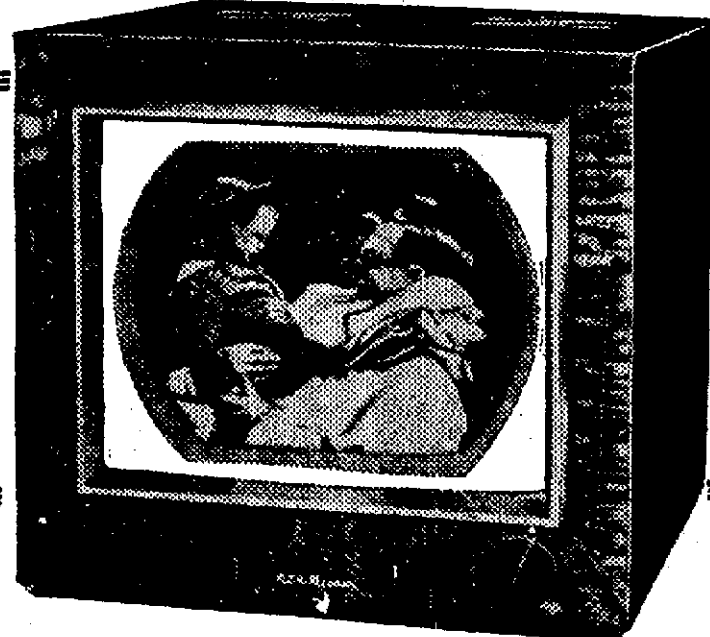
BUY YOUR TELEVISION SET NOW! Christmas demand is heavy. If you wait, you may not be able to secure the set of your choice.

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Don't Wait to Give Her a
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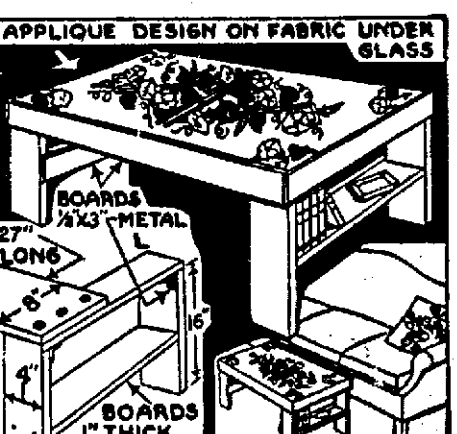
A SMALL DEPOSIT
WILL HOLD YOUR
CHEST 'TIL CHRISTMAS



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You Make It



COFFEE TABLE

This coffee table with handy shelves at the ends is easy to make from odds and ends of lumber. The top is covered with a gay fabric, embroidery or pictures under glass. Pattern 254 gives large working diagrams and directions for applying top. The price of the pattern is twenty-five cents. Orders must be sent to: Workshop Pattern Service, Long Beach Press-Telegram, Bedford Hills, N. Y.

Aaron Schultz Furniture of Quality

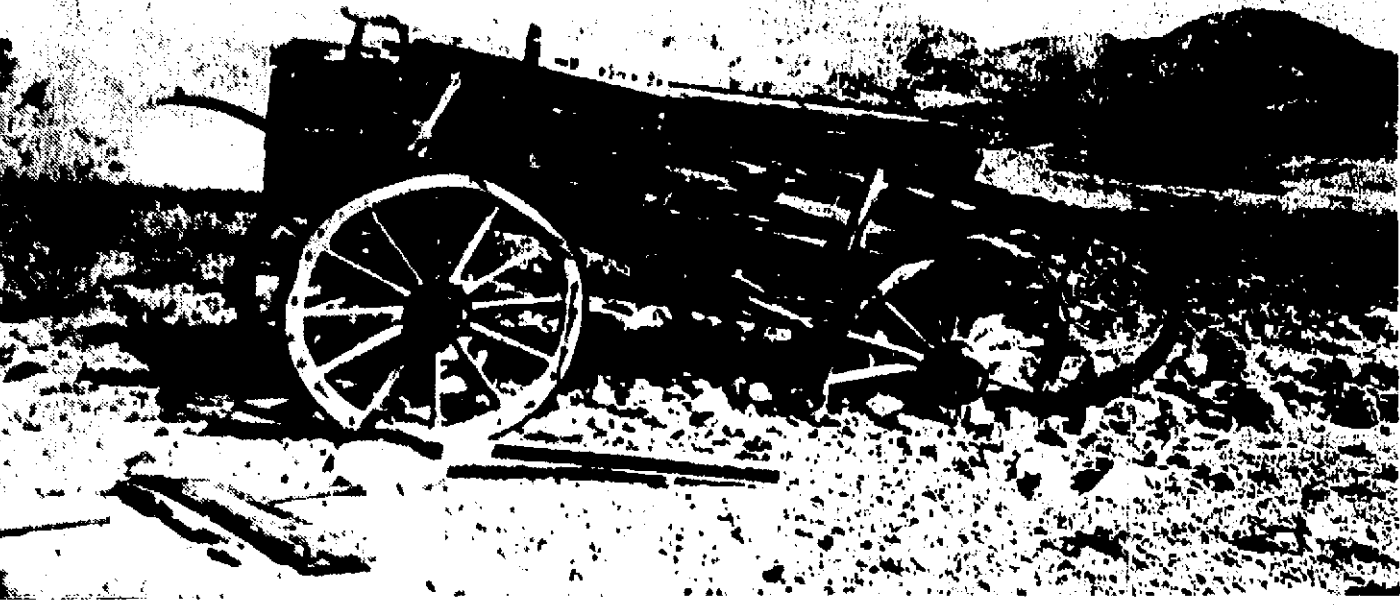
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Desert Pageant



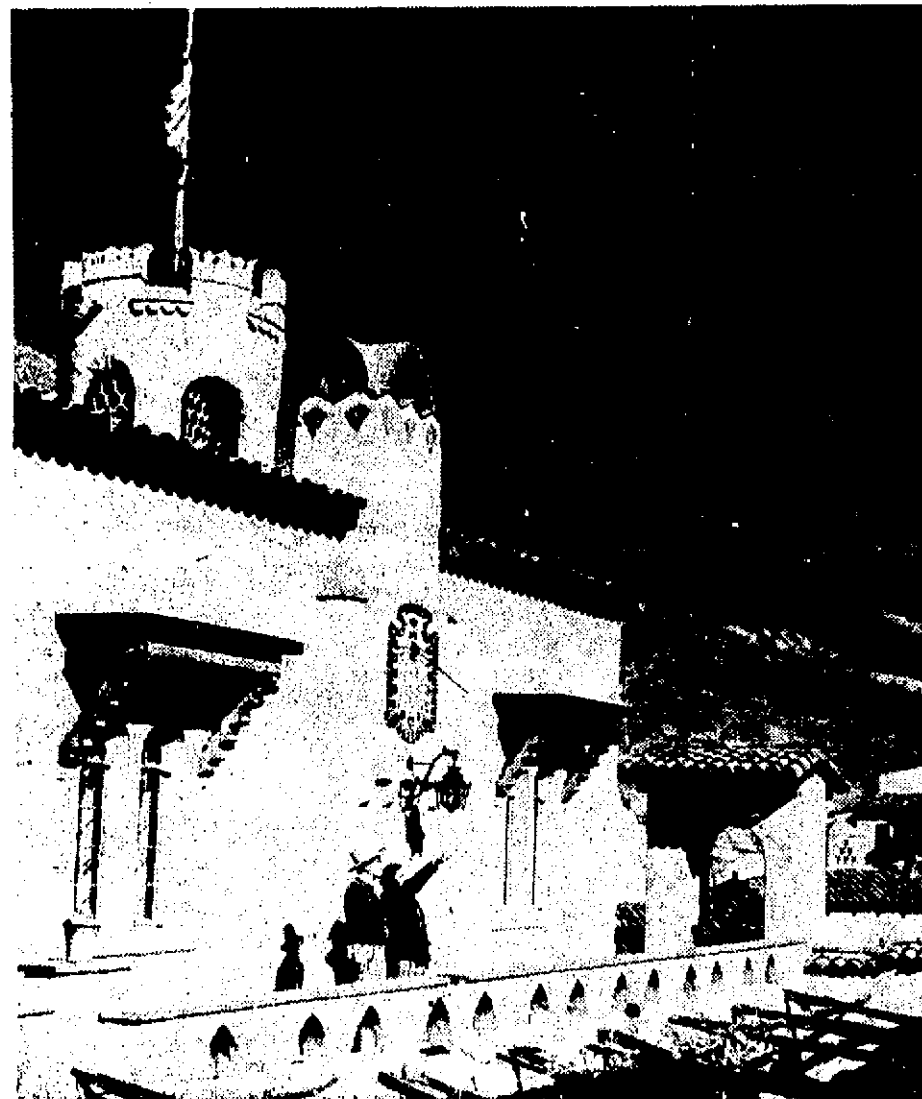
Marking the hundredth anniversary of the Manly-Jayhawker party of pioneers who met disaster and death in "death valley" in 1849, a spectacular desert pageant will be presented at 2 p.m. Dec. 3 in Desolation Canyon, a few miles from Furnace Creek in Death Valley. The \$40,000 show, free to the public, is sponsored by Death Valley 49'ers Inc. and the California State Centennials Commission. The performance will feature special music by the 86-piece Hollywood Bowl orchestra, world premiere of "Death Valley Suite" by Ferde Grofe, chorus of 100 voices, pageant depicting the experiences of the pioneers in the valley and a colorful epilogue. The public is invited to join in a camping out party the nights of Dec. 2 and 3 when group singing, square dancing and western music will be featured. Lloyd B. Mitchell, Southern California manager of the State Centennials Commission, and A. M. Noon, president of the Death Valley 49'ers Inc., urge that campers bring their own sleeping bags and food and that they have a supplementary supply of water in their cars. In addition to the pageant, spectacular Death Valley will hold its usual inspiration for the visitors. The Valley is filled with western history.



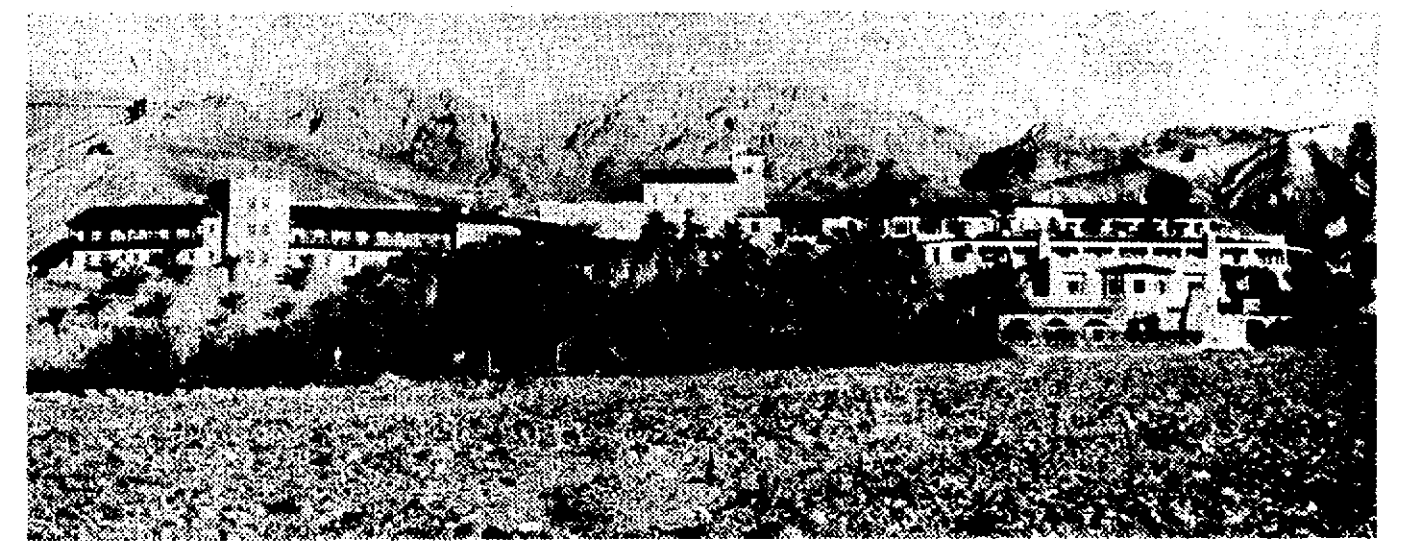
Wonders of the desert are shown in this panoramic view of Death Valley. This is the county in which the Desert Pageant will be presented. A pageant feature will be a 20-mule team, made famous in borax production, driven by Russ Spainhower.



The Ghost Town, famed painting by Clyde (Vic) Forsythe, has the "feel" of Death Valley region where feverish mining activity once held forth.



Part of Death Valley Scotty's Castle is shown. Stories of a treasure trove are linked to castle.



Furnace Creek Ranch is pictured in the top photo and Furnace Creek Inn, popular resort, is seen in lower view. (Photos by Death Valley Hotel Co.)



The ever-present burros are emblematic of the region of prospectors. Above, burros stand by as an old-timer chats with a valley visitor.



Desolate wastes of Death Valley are marked by such forbidding features as salty pool above.



Pageant plans are being discussed above. Steel grandstand facilities to seat 6000 spectators are being installed for the pioneer spectacle.

Cocktail Hour



Taffeta, satin and velvet, big three of the fashion season, are used in these creations. This short-length dress by Re-Nel of California is in good taste at a cocktail party or a formal dance.

Velvet stripes are applied on Egyptian cotton by a flocking process to give cotton by Joy Kingston an elegant look for fall. This dress can go to an afternoon tea or double for cocktails.

Another "after 5" creation for the cocktail or dinner hour is this Morris & Fyne yarn-dyed striped taffeta with asymmetrical neckline.

This elegant party or cocktail dress of satin has scalloped fitted belt in blue moon, stinger and pink lady colors are by California's designer, Pat Premo. In fact, each sparkling costume shown was created, made in California.

Yesterday's Home

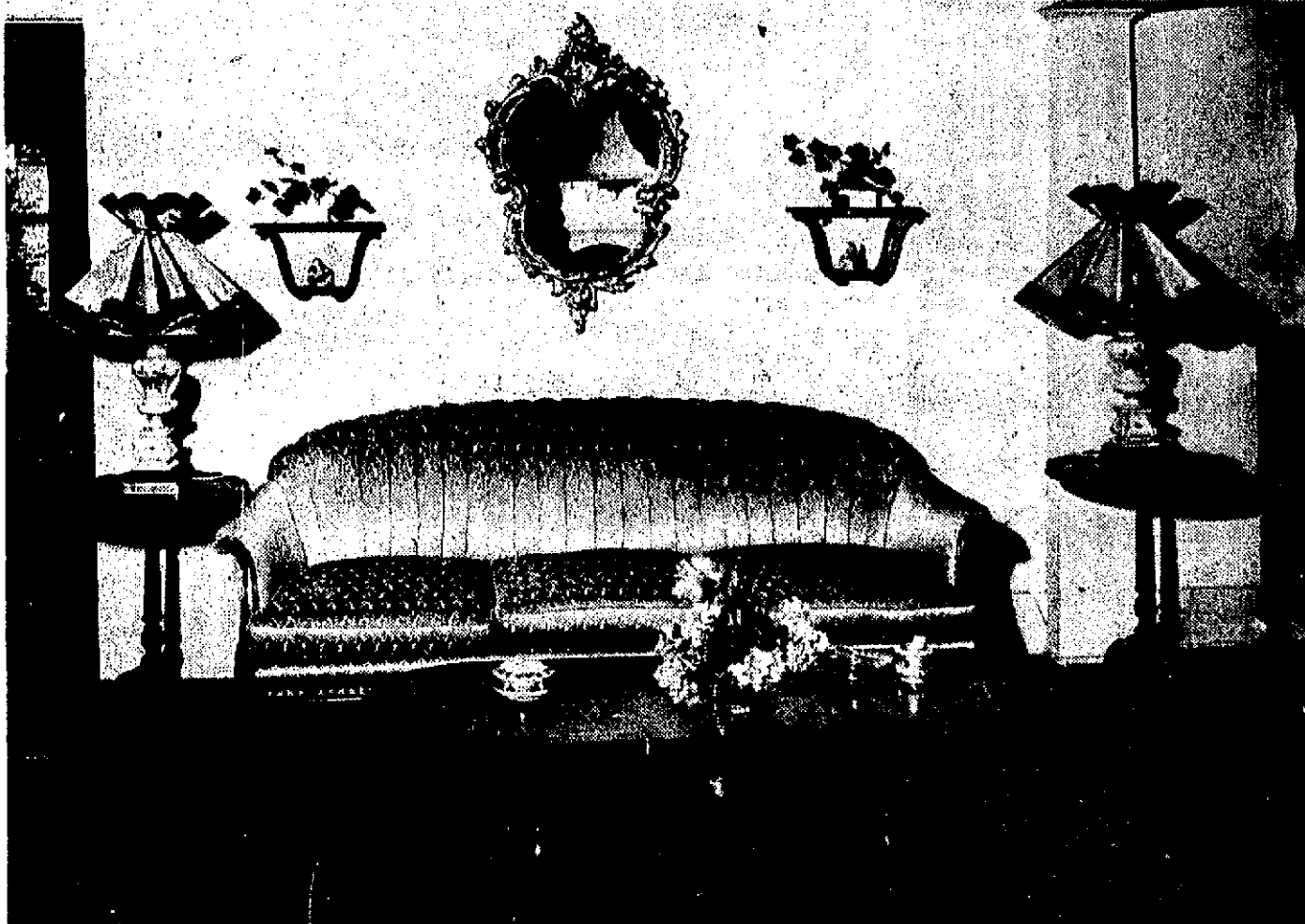
(Continue from Page 4.)

herself to accent the colors and motif of a room.

The Swansons prefer to fix up older homes because the yards usually are better developed and with some added planting they can be made highly attractive. Now that the Swansons have finished the interior of their home they plan to remodel the outside by removing the porch and useless roof overhang. Since they are having a new roof put on it will be no more expensive to have the overhang removed than it would be to have it reshingled.

The Swansons' home is an older house also has more floor space than most of the newer ones have—they can get the extra rooms that they feel they need to be really comfortable. They also find that their present home is constructed as well if not better than many of the newer houses. Thus, if they can keep their remodeling costs down while making really necessary changes, they find they are ahead by buying an older place.

One of the big changes they have made in the living room was to tear out a false fireplace that was just in the way and to remove bookcases and an ugly built-in lamp that divided the room. The only built-ins they retained were two cabinets in the den which they stripped of objectionable molding and painted the same color as the walls. Originally they were left in their natural dark



When Mrs. Swanson groups pictures or mirrors and shelves, as on wall here, she uses uneven numbers.

colored wood, giving a depressing effect.

Lighting fixtures were other features that detracted rather than added to the rooms so they were removed and a better lighting plan devised.

The front door was another old-fashioned feature that merely dated the house so the glass panel in its center was removed and replaced by a wooden one that was painted green on the outside and the same color as the living room walls on the inside.

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An old picture frame was used for a shadow box for knickknacks. A thin blue wash was used atop gilt.

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PARENTS' QUESTION BOX

Teach Tidiness

By Katharine Whiteside-Taylor

A Long Beach mother writes: "Why is it so difficult to get our daughters, aged 6 and 8, to put their clothes away? My husband likes to have the house neat when he comes home, but no matter how much I nag and scold their things are all over the floor, not only in their room but in the living room, too. They have a perfectly good closet, just like ours. Why don't they use it?"

The first suggestion is to get your husband to help put up low hooks for clothes and racks for shoes. It is too much to expect children to climb up to put their clothes on the hooks that are arranged for adult clothes. Moreover, it sometimes is just a little too complicated to open a door. If there can be a corner arranged for easy putting away, the task can be made much more simple and even enjoyable for the children. We should not try to force adult standards upon our children in their own rooms, but develop for them a real child's room.

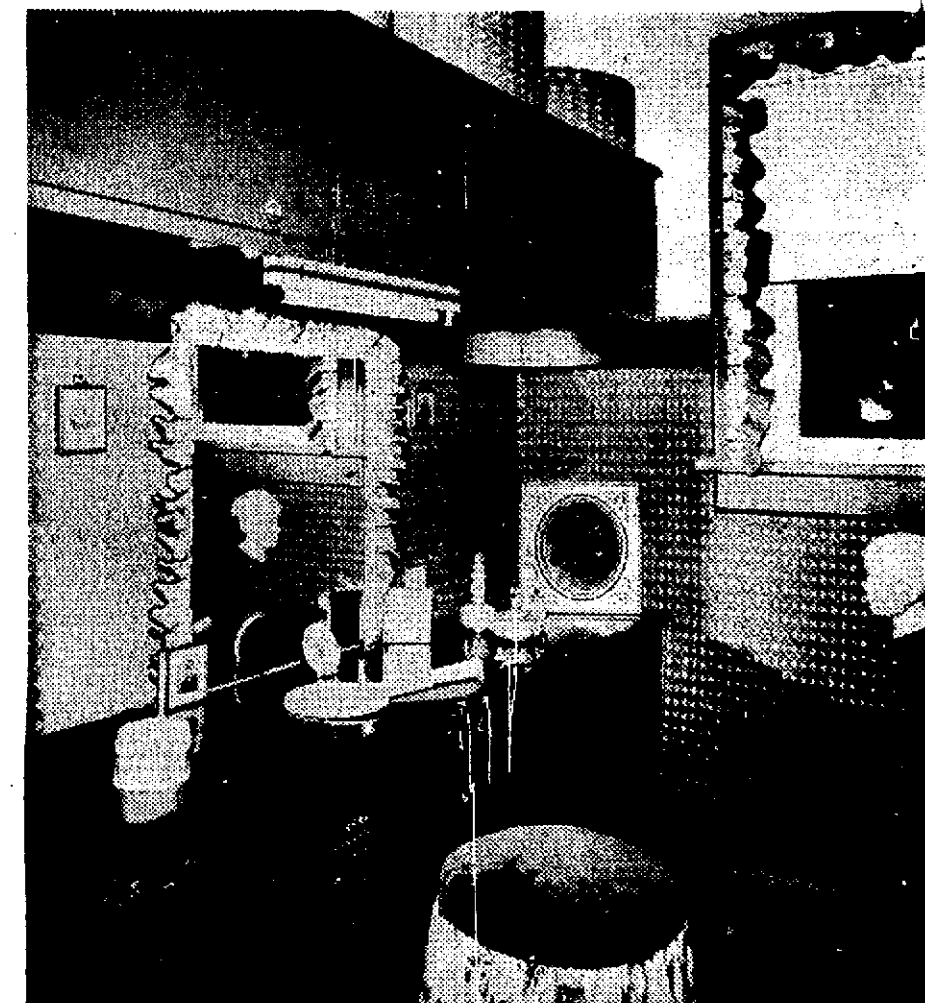
More than this, it would be good for you to schedule a little time every day for helping them put their clothes away until the habit is estab-

lished as something which they themselves really enjoy.

Indeed it may be that your daughters are making the fuss about putting things away because that is one sure way of getting attention from you. Almost any so-called bad habit like dawdling over putting things away may be used by children, quite without their knowing it, of course, to get the attention that they all need and crave. All of us want and really need attention. Children certainly are not to be blamed because they want their share of it. But one of the things we all have to learn is that it is not good to try to force people to give it to us, but that we can win it by being pleasant and amiable. You can explain to them, for instance, that if they put their clothes away quickly and without your supervision you will have time to take them on little trips, read to them, or even play doll house with them.

Parents wanting questions answered in this column may send them direct to Dr. Katharine Whiteside-Taylor, General Adult Division, Long Beach City College, Dewey Center, Eighth St. and American Ave.

(Dr. Taylor is co-ordinator of family life education at Long Beach City College.)



Helping children put things away and giving them the attention they need will encourage habit of tidiness.

Thanksgiving I. Q.

1. What is the only American religious holiday observed by government authority?
2. What name was given to the Hebrew Thanksgiving?
3. What autumn festival did the British celebrate?
4. Which New England governor set the first Thanksgiving in 1621?
5. Was it celebrated in November that year?
6. What guests did the Pilgrims invite?
7. Which President, in 1789, sent out the first general Thanksgiving proclamation?
8. Which woman believed that a national Thanksgiving Day would draw the country more closely together?
9. What position did she hold for many years?
10. What title has often been given to her?
11. Which President, in 1863, made the second Thanksgiving proclamation?
12. What Civil War victory had just been won?
13. In which other months, besides November, has Thanksgiving been observed in the United States?
14. Which President, in 1938, changed the date for that year?
15. What is the duty of each state governor in November?

Answers will be found on Page 8.
—MAYMIE R. KRYTHE.

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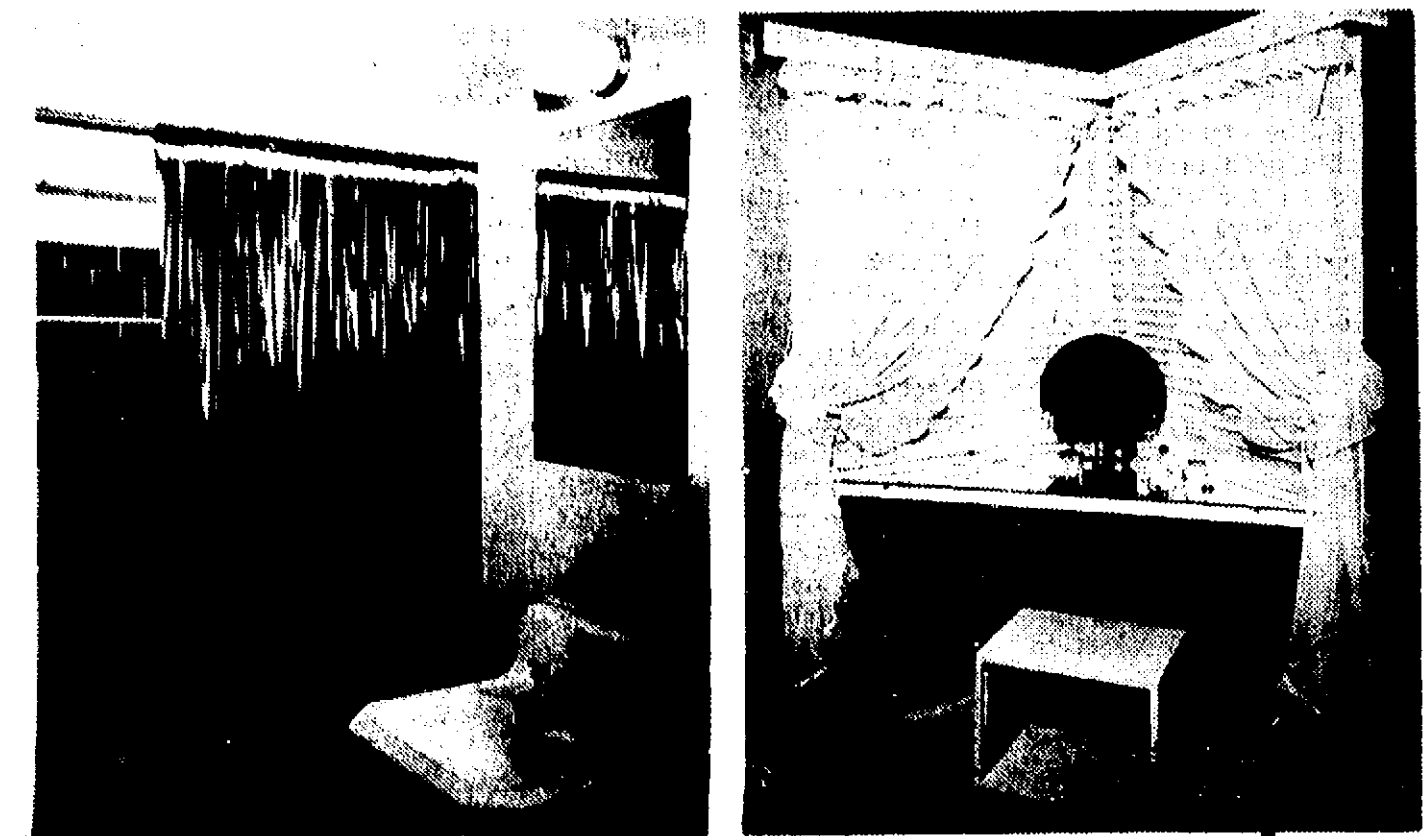
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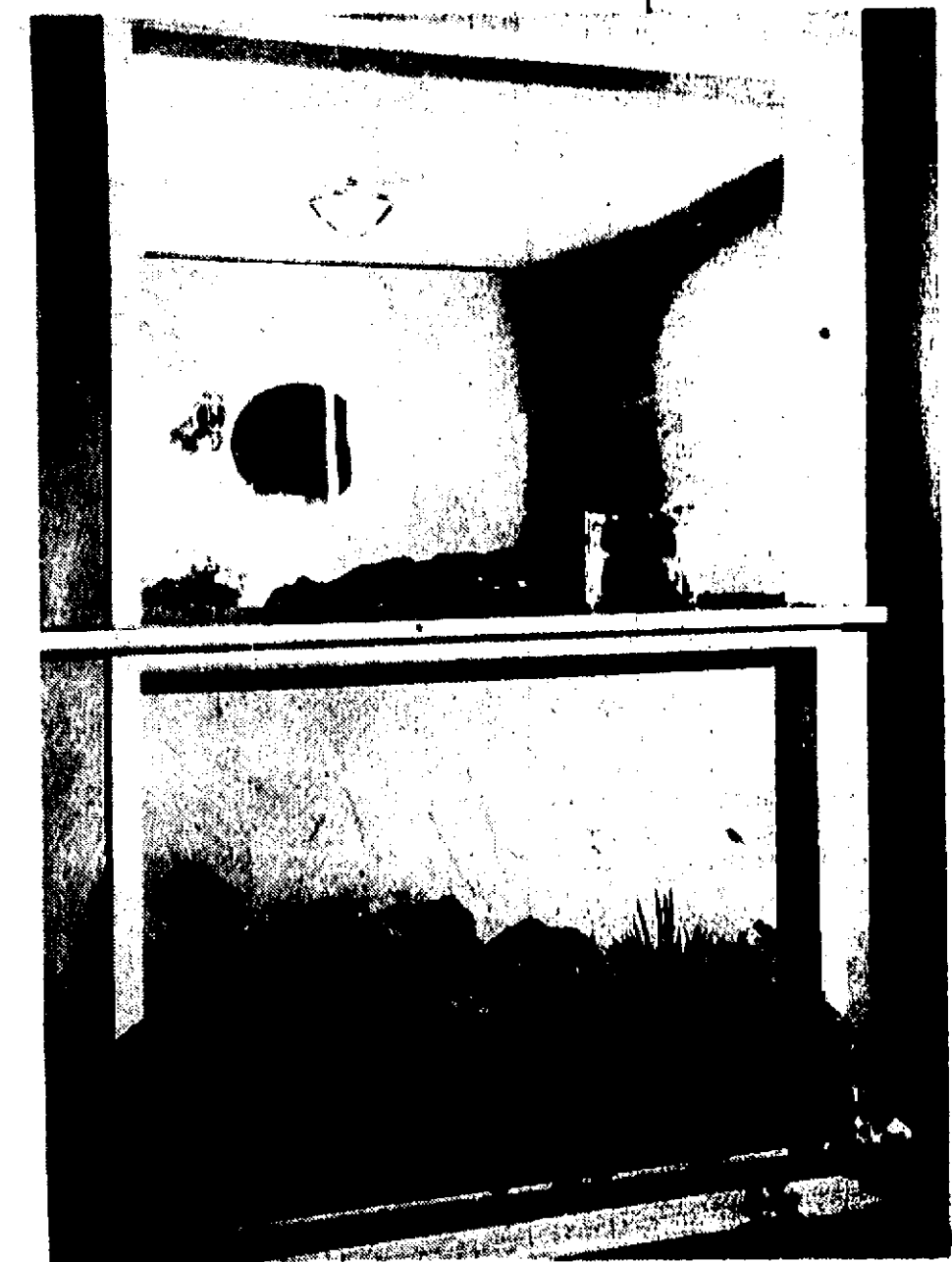
Little Blue House



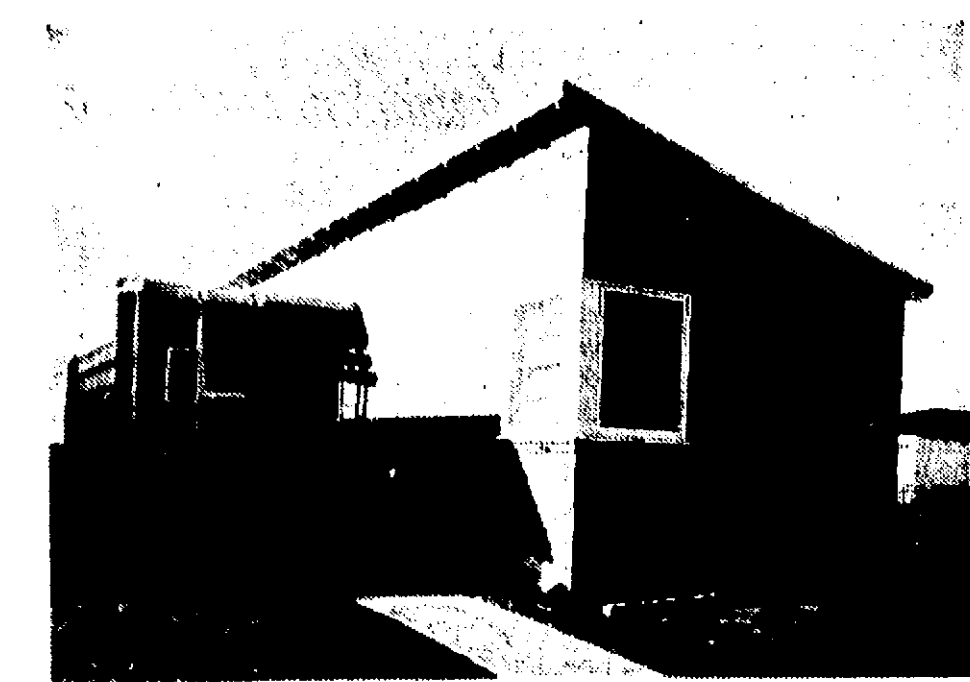
This interesting interior view shows the clear-cut modern tone of the home of Miss Rita Dugan in Naples. Hall, snack bar and front door are pictured.



Black curtains in bath are trimmed with blue ruffles. Tile also is black. The dressing table shown at right above is a mirror-covered triangular board.



The snack bar pictured above provides ornamental part separation of living room from the dining room.



Bluest house in the block—that aptly describes the new home of Miss Dugan. Modernism is stressed.



Miss Dugan has no trouble finding things because storage space is well planned. The drawers at one end of these wardrobes in bedroom are example.

PROOF of the fact that you can usually get what you want if you try hard enough is the bright blue house at 269 Ginevra Wk. in Naples. This is the new home of Rita R. Dugan, who knew what she wanted and saw that she got it. This in spite of some severe financial maneuvering to make a working girl's salary meet the need.

Simple modern lines of this house are accented by a slanting support. Miss Dugan is building a planting box of cement blocks around the flowers growing next to the house which will also add to the attractive appearance of her home. The exterior is painted bright blue.

For a small house with living room, kitchen, dining room, bedroom and bath this is an excellent floor plan. Although there is no actual entrance hall, one is effected because the front door opens into a short hall which leads to the dining room, bedroom and living room. The dining room next to the living room can be used for a bedroom or guest room-den combination.

Several hundred dollars were saved in plumbing because the bathroom was built on the back of the kitchen. In the living room a fireplace is trimmed in white moulding and the wall above is decorated by an artist's drawing of Miss Dugan's home mounted on a

By Althea Flint

green mat. Walls are painted a salmon pink and the ceiling is a mist gray. Woodwork is painted white to stand out against the colored walls. A shag rug is gray.

A sectional couch and corner table are arranged in the

middle of the room facing the fireplace.

A BREAKFAST bar flanked by pillars partially separates the living room from the dining room. Stools stand on the dining room side and a brass planting box decorates the bottom of the bar from the living room side.

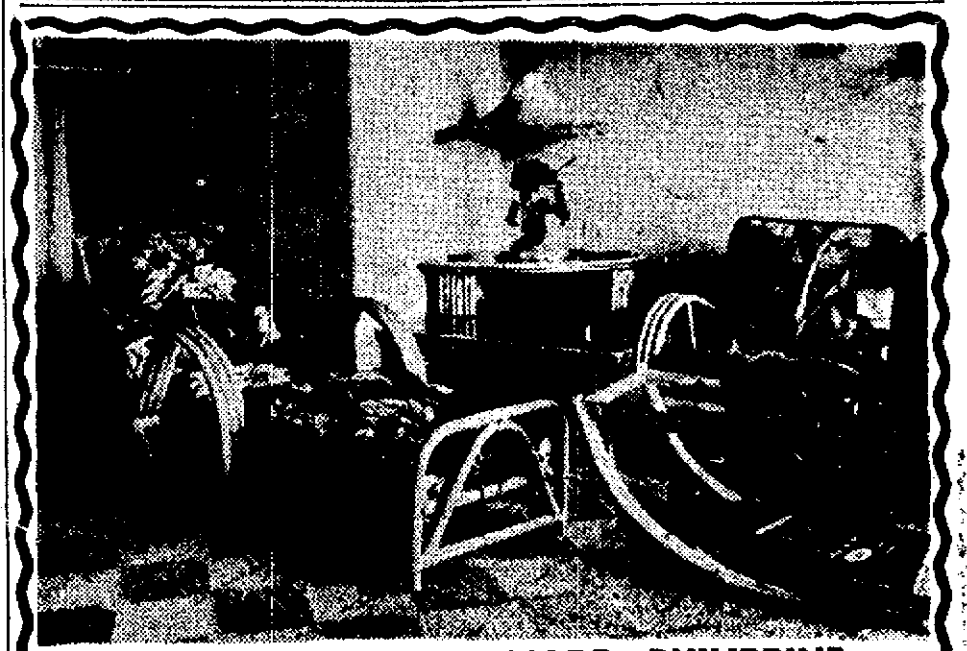
In the kitchen the sink has

a garbage disposal and a mechanical dish-washing brush. Cabinets above and under the sink are painted black like the linoleum on the work counter and on the floor. Walls are canary yellow. Next to the stove there was extra space so Miss Dugan had a broom closet built here.

In the rear garden is a red brick barbecue, built back-to-

back with the fireplace, and a patio of cement slabs with di-chondra growing in between. In fact, the entire yard is planted in di-chondra. This, Miss Dugan points out, removes all worry about lawn mowing for a working girl.

Living with Miss Dugan are her dog Buda and cat Smoky. Do they like their new home? They're so happy they're buddies!



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4. Any resident of the continental United States may compete except employees of the Crosley Division of the AVCO Manufacturing Corporation, retail dealers of Crosley appliances, wholesale distributors of Crosley appliances, their advertising agencies and their families. Contest subject to all federal, state, and local regulations.
5. All entries on the red Entry Blank for the Crosley Local Dealers' Contest must be delivered before December 1, 1949, to the Crosley Dealer from whom the entry was obtained.
6. All entries on either the red blank for the local contest or the green blank for the national contest that are mailed, must be postmarked before midnight, November 30, 1949.
7. Mail or deliver in person your red Entry Blank for the Crosley Local Dealers' Contest to the Crosley Dealer from whom the entry blank was obtained. Mail the green Entry Blank for the National Contest to Betty Olson, Director of Home Economics, Crosley Division, AVCO Manufacturing Corp., Box 1938, Cincinnati, Ohio.
8. Entries will be judged and prizes will be awarded for originality, sincerity and aptness of thought. Judges' decision will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents and ideas therein become the property of the Crosley Division, AVCO Manufacturing Corporation.
9. All winners will be notified by mail, phone, or telegram. A list of the winners of the Crosley National Contest will be available on request from Crosley Division, AVCO Manufacturing Corporation, 1327 Arlington St., Cincinnati 25, Ohio, approximately two months after the close of the contest.

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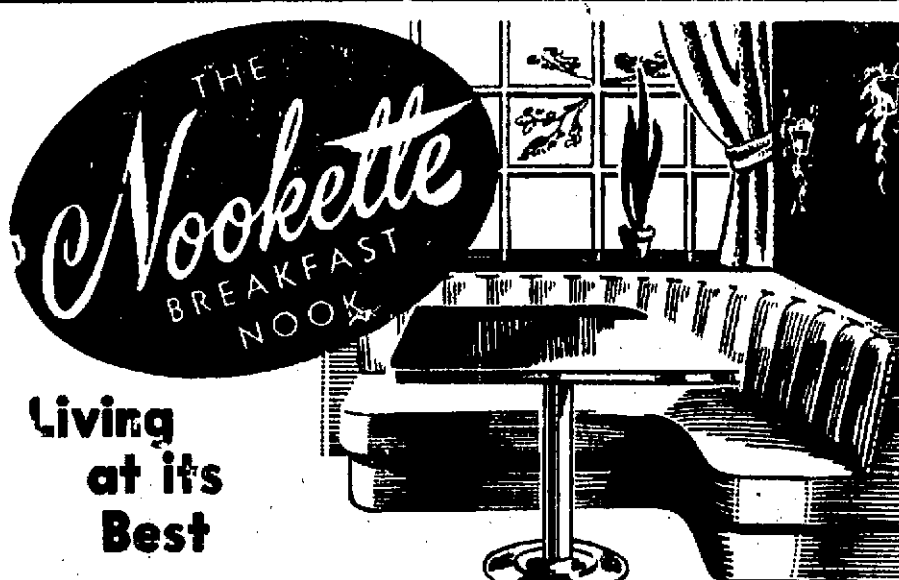
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Turkey LEFTOVERS

Needn't Be Hash!



Spaghetti and Turkey Casserole is among the many dishes that may be prepared for welcome variation from hash, the traditional followup to leftovers.

By Mildred K. Flanary

WILL ROGERS once said, "I'm going to run for President on a platform of 'no turkey hash after Thanksgiving'." Hash seems traditionally to be the common denominator of a day-old turkey. However, things need not be as disheartening as the slashed carcass looks, especially if the smart cook converts the turkey into spaghetti and turkey casserole, such as is illustrated elsewhere on this page. It's easy to prepare. Try it as a starter.

Spaghetti and Turkey Casserole

1/2 pound spaghetti, broken in 2-inch pieces
2 cups coarsely diced cooked turkey
4 tablespoons vitaminized margarine
1/2 pound mushrooms, sliced
3 tablespoons flour
1/2 teaspoon salt
1/2 teaspoon white pepper
2 cups chicken bouillon or stock
1 cup evaporated milk
1/2 cup fine bread crumbs
2 tablespoons melted vitaminized margarine

Cook spaghetti in boiling salted water until tender. Drain and combine with diced turkey. Melt 4 tablespoons margarine in saucepan and saute mushrooms for five minutes. Push to one side and blend flour and seasonings in drippings. Add bouillon slowly and cook over low heat until thickened, stirring constantly. Stir in evaporated milk. In a greased baking dish arrange alternate layers of turkey mixture and sauce. Combine fine bread crumbs with melted margarine and sprinkle over spaghetti and turkey. Bake in a very hot oven (450° F.) 20 to 25 minutes or until brown and bubbling. Yield: Six servings.

A turkey turnover is another solution to the leftover problem. These turnovers have added juiciness if turkey gravy is poured over them before baking. Milk may be used to make a white sauce and fleck it with bits of olive or with cooked vegetables such as corn or peas.

Turkey Turnovers

2 cups sifted enriched flour
3 teaspoons baking powder
1 teaspoon salt
1/2 cup shortening
1/2 to 3/4 cup milk
1 1/2 cups cooked turkey meat
1/2 cup cranberry sauce or relish
2 cups turkey gravy

Sift together flour, baking powder, and salt. Cut or rub in shortening. Add milk to make a soft dough. Turn out

on lightly floured board and knead gently one-half minute. Roll out one-fourth inch thick. Cut four six-inch squares. Place turkey meat and one tablespoon cranberry sauce or relish on one-half of each square. Fold dough over filling to make triangles, and seal edges with fork or fingers. Prick top of each turnover with fork. Place in baking dish, 9"x12"x1 1/2". Pour hot gravy over the turnovers. Bake in hot oven (425° F.) 25 minutes. Yield: Four servings.

Gravy

2 tablespoons fat
2 tablespoons enriched flour
1/2 teaspoon salt
dash pepper
2 cups turkey broth or milk
Melt fat in saucepan. Add flour, salt, and pepper and mix until well blended, cooking until bubbly. Gradually add broth, stirring constantly, and cook until slightly thickened. Yield: Two cups gravy.

People like being individualists even with their leftover turkey, and this opportunity is afforded them by the individual chicken or turkey pie. And, while the original recipe calls for onion, if some member of your family does not like onion, while all the other members do, the individual pie solves your problem—just leave out the onion when making one of them. We suggest a pear salad as a companion for chicken or turkey pie.

Individual Chicken or Turkey Pies

1/2 cup flour
1 teaspoon salt
1 cup cold chicken or turkey stock
1 cup hot chicken or turkey stock
1/2 cup cooked peas
1/2 cup diced celery
6 small onions
2 1/2 cups chicken or turkey, cut in pieces
1 1/2 cups sifted flour
1/2 teaspoon baking powder
1/2 teaspoon salt
5 to 6 tablespoons ice water
Mix together 1/2 cup flour, one teaspoon salt and one cup cold chicken or turkey stock to form a smooth paste. Add to one cup hot chicken or turkey stock and cook until thick and no starchy taste remains; stir constantly. Add peas and celery. Continue cooking for about 10 minutes. Parboil onions for about 10 minutes. Arrange onions and chickens in six heat-resistant glass deep-dish dishes, 9 1/2-ounce size. Pour sauce over chicken or turkey. Crust: Sift together 1 1/2 cups



Chicken or Turkey Pie, buttered asparagus and pear salad will make a tasty meal with turkey leftovers.



As mouth-watering as the holiday bird itself are these turkey-filled turnovers with cream gravy.

flour, baking powder and 1/2 teaspoon salt. Cut in shortening until it is the size of peas. Add ice water a little at a time, mixing only enough to hold ingredients together. Place dough on lightly floured board and roll to about 1/8-inch thickness. Cut six circles about 1/4-inch larger than top of deep pie dishes. Cut slits to let out steam and place over filling. Press edge of crust firmly against inside of dish. Bake in hot oven (425° F.) for about 25 minutes. For serving garnish with parsley.

Other post-holiday treats might be in the form of sliced cold turkey, turkey salad a la king, or croquettes can be prepared quickly. Also good is a cranberry turkey mold.

Turkey-Stuffed Pancakes

Filling:
2 cups finely chopped cooked turkey
3 tablespoons butter
1 tablespoon minced onion
3 tablespoons flour
1/2 cup finely cut celery
1 cup turkey stock (from bones) or
1 cup hot water and
1 bouillon cube
1/2 cup milk
salt and pepper to season
Melt butter, add onion and celery and simmer for 5 minutes without browning. Add flour and when mixed, stir in the turkey stock or water and milk. Stir until thickened and boiling, add turkey and salt and pepper to season. The mixture should be quite thick.

Pancakes:
1 cup flour
1/2 teaspoon salt
1 1/2 cups milk
2 eggs
3 tablespoons melted butter
Mix and sift flour and salt. Beat eggs and add 1/2 cup of the milk. Stir into the flour and mix to a smooth batter. Stir in the melted butter and then add the rest of the milk gradually. Heat a five or six-inch skillet and melt 1/2 teaspoon butter in it; be careful it does not scorch. Tip the pan to grease it all over. Pour in enough pancake batter to just cover the bottom of the pan and cook quickly until browned—it will only take a minute. Turn the pancake and brown for a few seconds on the other side. Stack on a hot plate until all are cooked.

Preparing: Spread each pancake with the filling and roll up. Place side by side in a shallow baking dish, cover with 2 cups of white sauce and sprinkle thickly with 1/2 cup grated cheese. Brown under the broiler and serve very hot.

Camera ANGLE

By The Shutterbug

NOT all of the wonders of nature are inaccessible distances from our own front porch. Once a day, there occurs in every photographer's life the phenomenon of the sunset. They aren't always beautiful or spectacular. But then, every once in a while, you witness such a dazzling performance that you stare with unbelief.

The complete lack of uniformity in this nightly attraction to the west makes it difficult to establish hard and fast technical rules. Normally, with the sun obscured by clouds, but still above the horizon, you could shoot at about 1/50 second at f/16. Since this is about an average snapshot exposure, it means that even you box-camera fans can try your hand at sunsets. Later on, during the afterglow, a somewhat longer exposure will be necessary.

Color film, of course, is the ideal medium to capture the gorgeous sunset hues. If you miss the exposure a little, you'll still get a picture. Underexposure slightly will just deepen the colors a bit, while a slight overexposure will make them more delicate. Try the early parts of the sunset at about 1/50 at f/5.6, in color, increasing the exposure as the scene darkens.

With the black-and-white film, you'll need to rely a little more on the contrast between cloud and sky. With a sunset rich in orange, red, and yellow, regular (ortho) film will be wonderful. If the colors are cooler and more delicate, a panchromatic film with a medium-yellow filter would be more satisfactory. But if a gorgeous western sky suddenly appears, shoot it with what you have. That dramatic effect may disappear in an instant.

There are several ways to



Sunsets offer the camera fan an endless source of beautiful views. Taking them can be very exciting.

enhance the beauty of a lovely sky. Sunsets over water can be striking, especially with the added punch of a boat in silhouette. Anything from grazing animals to soaring sky-scrapers can be worked in to create a pleasing scene. The handy device of framing the picture with the branches of a tree can be very effective, too.

You may want to try a few sunsets before you get just what you want, but the results can prove to be very rewarding. One of these nights when that unforgettable western sky rapidly fades away, you'll have the pleasure of knowing that this is one sunset you've captured for posterity.

NIGHT-TIME photography can be a rewarding experience for any camera fan who will make the necessary effort to get pictures a little off the beaten path, even with inexpensive equipment. While a sturdy tripod with pan-tilt head is advisable for ease of operation, still it isn't essential as long as thinking shutter bugs can find substitute supports like fences, rails,

benches, autos, etc. A lens shade comes in handy to protect the lens from stray beams of light. A cable release will prevent jarring the camera on the click-off. If you have one, a light meter might give you some idea of what to shoot at, but you'll find there's still some guesswork in reading it under night conditions. It's best to start with some fast panchromatic film.

There's quite a variety of light sources for night shots; street lights, advertising signs, shop windows, theater marquees, lightning and the moon. In some cases close-ups can be taken at snapshot exposures of 1/25th of a second with fast film and an f3.5 lens or better.

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IT'S AN ANTIQUE

French Figurines



An unidentified artist made French bisque figurines (above) which won 1878 Paris Exposition first award.

By Mary Lou Zehms

IF ONE but looks at a ceramic map of France, it would be easy to see why many pieces of porcelain bear no marks. More than 50 large factories (with many smaller ones unlisted) dot the French landscape. To identify the many hundreds of thousands of pieces issuing each year from the combined efforts of all the workers would be a prodigious task. Although con-

siderable research has been done in the field of porcelain identification, many of the smaller factories have left no records.

The French bisque figurines shown here were evidently made at one of the many manufacturing factories. The only identification is an anchor in blue, which is the insignia of the dignity of the High Admiral of France. Mrs. Charlotte A.

I. Q. Answers

ANSWERS to Thanksgiving I. Q. questions on Page 6.

1—Thanksgiving Day; 2—Feast of Tabernacles; 3—Harvest Home; 4—Gov. Bradford; 5—No, on Dec. 13; 6—Indians; 7—George Washington; 8—Sarah Hale; 9—Editor of "Godey's Lady's Book"; 10—"Mother of Thanksgiving Day"; 11—Abraham Lincoln; 12—Battle of Gettysburg; 13—February, July, October, December; 14—F. D. Roosevelt; 15—To send out a Thanksgiving Day proclamation.

The Turkey Is Naturalized

By Rosa L. Kissinger

THE TURKEY is a naturalized American, contrary to popular belief. Its ancestry has been traced to southern Mexico, where it was a popular domesticated fowl when the Conquistadors arrived. In 1519, the sailing ships of Francisco Fernandez carried the prized bird to Spain. During the reign of Henry VIII it reached England, after having traveled to Spain and Italy. When the Pilgrims sailed to America in the Mayflower 100 years later, the

turkey was returned to the North American continent.

The U. S. Department of Agriculture confirms the fact that the Mexican ancestry of our turkey is indicated by its white tipped tail and rump feathers. A bulletin on the subject states that all domestic turkeys descended from four American varieties of wild

stock, which in turn had their origin in the Mexican wild variety—the bird which was domesticated over 500 years ago in Mexico.

This much-traveled bird reached the United States by coming north from Mexico as well as by way of the Mayflower's hold.

It is now a delicacy on tables all over the world, although not as popular elsewhere as on American tables at Thanksgiving.

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EXTRA GOOD...MADE FRESH DAILY
SELMA DRESSED BEEF CO.

PLANTS NEED FOOD, TOO!

By J. J. Littlefield

Bedding plants such as snapdragons, stocks, pansies, violas, calendulas, cinerarias, primroses, daisies, delphinium, and Iceland poppies, planted in late September or early October, should be fed at this time.

Young plants growing to maturity need to be fed about once a month. The plant food with the best balanced diet is Red Star GRO-MASTER. The organic part of this fine food keeps the young plants a good green color. The chemical elements supply the necessary foods for strong roots, stem growth, and larger flowers. It's not too late to put in additional planting of the above plants. You can also still plant bulbs.

YOURS . . . A \$3.50 value plant food for 50¢ and the name "Red Star" or the red star torn from any bag. Indicate desired color (gold, copper, green, or white) and mail to Dept. L, RED STAR, Downey, Calif., today.



Flower Giants. Pacific Delphinium

By Bob Gilmore

SELECTING named varieties of delphiniums is like reading a chapter from an English novel. A few of the more popular types are King Arthur, violet with large white bee; Galahad, clear white; Black Knife, dark blue; Camellard, pure lavender, and Gulnevere, pinkish lavender with white bee. The bee is the center of the flower.

The delphinium has been associated more or less with England and her thatched cottages, but the most exciting strains have been developed on the Pacific Coast. The delphinium, in fact, did not really get started along the road to fame until California seedsmen introduced the Pacific Giant strain. The breeding ground of this now world-famous strain is just a few hundred miles north of Long Beach.

The Pacific Giants can be identified by the tremendous

size of their flowers, single florets often measuring almost four inches across. The stems, which are thin and woody, support an almost unbelievable number of completely double blooms. The plants of the Pacific Giant delphinium are well shaped, covered with an abundance of foliage and highly resistant to disease.

In the Long Beach area delphinium can be grown either from seed or plants. Field-grown specimens as well as plants grown under cover are usually carried by local garden supply dealers.

Seed packets should be obtained only from those dealers carrying fresh supplies. It is interesting to note that the viability of delphinium is very shortlived. Seed that has attained an age of one year may prove very difficult to germinate.

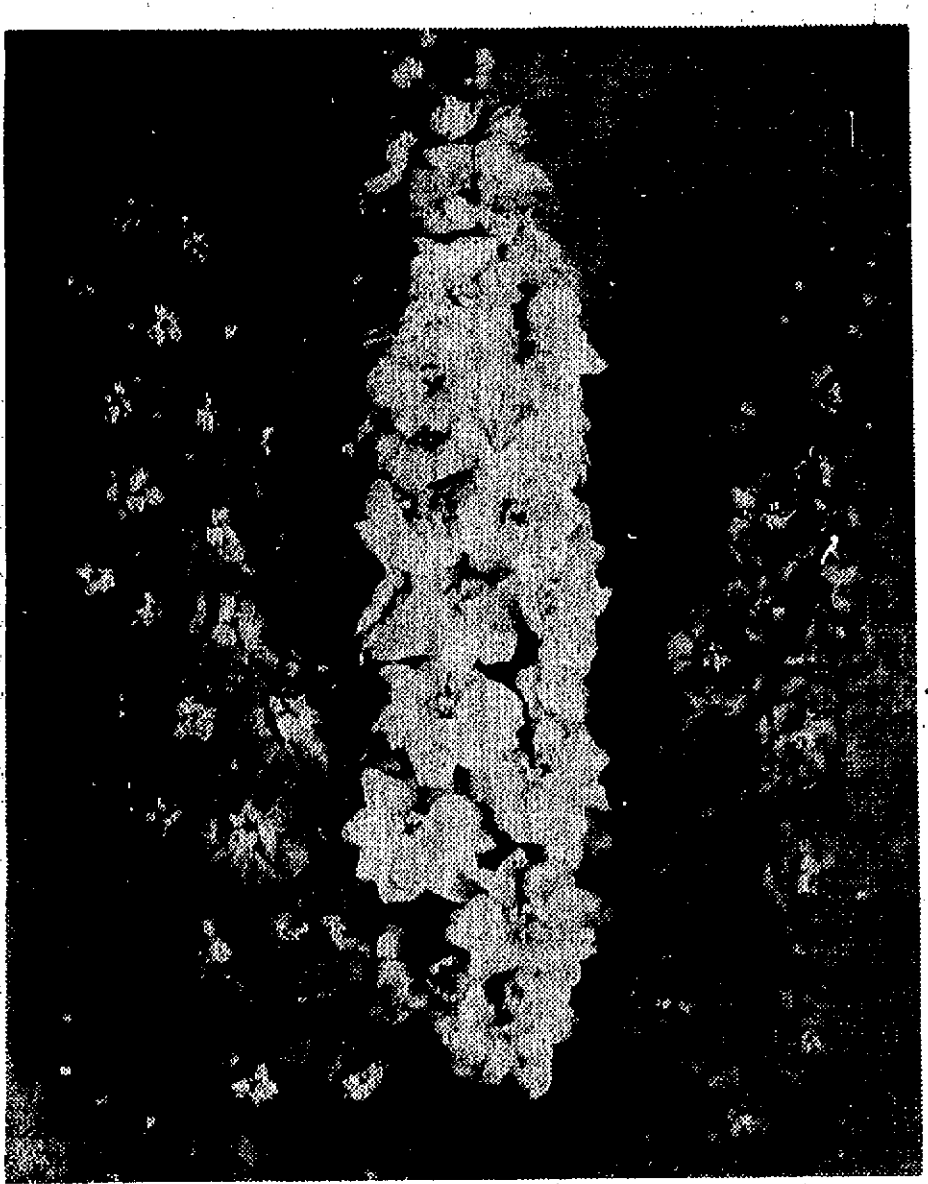
Delphiniums have good appetites; they like plant food and they like it fairly often during the growing season. A well-drained, comparatively light soil will suit them to good advantage. Give them a spot either in full sun or, if necessary, partial shade. Sufficient moisture to keep the soil from drying out is another must in

delphinium culture. Good air circulation is required and that means the plants must not be crowded either against each other or against adjacent specimens.

THE DELPHINIUM is a perennial and that means it should grow in your garden for a period of more than two years. It requires therefore a permanent position and care should be taken in planting as many varieties grow to six feet. A position in the rear of the border or close to a fence should prove satisfactory.

The tall strains are the most notable but bedding types are also available. You might try the dwarf chinensis where a plant not much taller than twelve inches is desired. The colors in this group include shades of pure white, azure blue, dark blue and a mixture. In addition, there are other strains that vary in size between the bedding type and the tallest growing specimens.

After the blooming season the stems on which the flowers appeared should be removed just below the foliage. New shoots will appear in several weeks and during this period the plants should be left alone. Then the old growth may be cut off. Professional growers claim that adding liberal quantities of lime to the soil will prove helpful. Also, make sure that the crowns of the plants are set above the soil line.



Beautiful large flowers of delphinium are found in white, violet, blue, lavender and pink-lavender.

Tips on Gardening

GARDEN TIPS for the week. . . . Ants are still very much on the move. The new chlordane ant sprays are just about 100 per cent effective. They can be used both indoors and outdoors but do not apply the liquid to food containers or directly on food. They are non-poisonous if used as directed.

Subtropicals and other comparable tender plants should not be watered too heavily at this time. Reducing the amount of moisture applied tends to

toughen or harden up these plants, thus making it easier for them to get through the winter.

You can still divide perennials such as Shasta daisies, phlox, geum and penstemon. Make large divisions to be sure of plenty of flowers the first season.

Winter-flowering sweet peas can still be started. Keep after snails and slugs and stock up now on dormant sprays for spraying later in the year.

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right FEED for Bright Gardens!

Feed GRO-RITE, the complete All Purpose plant food for lawn and garden. Contains chemical nitrogen to give plants a fast start plus organic nitrogen for long lasting energy. For greener, lovelier plants, better buy the better buy — GRO-RITE!

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See MIRANDY Sat. 12:30 Channel 9

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	10 SEPARATE COLORS	
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	25¢ DEPOSIT ON FLAT	

(OPEN 7 DAYS A WEEK)

Try Amaryllis for Cut Flowers

By Arthur Phelan

ALTHOUGH the amaryllis has never been publicized like tulips, daffodils and hyacinths, this plant has a great deal in its favor. In the first place, the amaryllis hybrids are an entirely new race of amaryllis as compared with variety belladonna of your grandmother's day. The latter type usually is available in pink only; the hybrids contain some of the richest colors in the entire plant kingdom.

From a purely botanical viewpoint the belladonna amaryllis is supposed to be the only true type. But the average amateur gardener is more interested in elegance of bloom than in the exact structure of a plant. It is interesting to point out that the belladonna amaryllis produces its foliage after the flowers have died down. This type is usually planted in summer for fall bloom while the hybrids should be planted in October, November and December for late spring bloom.

The amaryllis hybrids are exceedingly easy to grow. They want a sunny location and shelter from the prevailing winds. Lots of sun is essential for healthy growth and this holds true where the plants are grown in the outdoor garden or in pots.

THE AMARYLLIS is probably the largest bulb stocked by your garden supply dealer. Chances are he will have several sizes available. The size of the planting stock depends on the manner in



Amaryllis, especially some of the newer hybrid types with superbly rich colors, make excellent cut flowers.

which the plants are to be grown.

If the bulbs are grown in pots, select the largest sizes. But don't use too large a pot or the soil may sour. For general outdoor culture, bulbs that measure from two and one-half to two and three-quarters of an inch will suffice. There will be no cramping of the root system in the open soil and the roots will thus grow large enough to support heavy top growth.

Amaryllis hybrids prefer a sandy loam that has been thoroughly enriched. The plants are heavy feeders. Commercial growers (one of the largest commercial plantings of ama-

ryllis in the world is located at Downey) apply from 25 to 40 tons of cow manure per acre before planting. When growth starts a well balanced commercial food is applied at the rate of approximately seven pounds to every 100 feet of row. The

final feeding starts when the buds first show and is continued once every three weeks until the blooms open. For potted amaryllis you can use either plant food tablets, a commercial dry food or liquid fertilizer. Just make sure the plants are well fed.

REGULAR watering is important. In the open garden the plants require a thorough irrigation at least once every 10 days. Of course, this figure should be balanced against the local rainfall. But keep in mind that the amaryllis does not enjoy a surface sprinkling; make sure that sufficient water is applied to penetrate down to the root zone.

Be careful that you do not over-water specimens that are grown in pots. Before potting up the bulb make certain that sufficient drainage material lines the bottom of the container. Broken pieces of crockery should be placed directly over the drainage hole.

One single flower will make a complete indoor decoration all by itself. The stems should be cut at a height of four inches above the surface. This allows the foliage to grow but minimizes any danger of the stem rotting. The pollen should be removed from the flowers before they are arranged in a vase. This treatment will increase the longevity of the flower by two or three days.

Burpee GIGANTIC ZINNIA

For you to see the high quality of Burpee Seeds! Everyone admires these gorgeous zinnias—biggest you've ever seen, up to 6 1/2 in. across! Grand colors—apricot, salmon, rose, lavender, pink, cream, buff, yellow, orange, scarlet, etc.

Very Easy to Grow Anywhere! Just sow seeds outdoors next spring. Zinnias love hot weather and bloom all summer and fall. Sturdy 8-ft. plants. We'll mail this 10¢-Packet seeds FREE—send stamp for postage today!

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5 gal. **2.99**

Large Plants, Red Berries

WINTER LAWN RESEEDING SPECIAL

Steer Manure	Grass Seed
10 Sacks 5.75	1 Sack 59¢
	10 lbs. 10.25
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ALL ROSES

5-Gallon Bush Roses, 98¢ **1/2 Price**

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EVERGREEN ELM	5 gal., 6-ft. stake.	\$1.95
EVERGREEN ASH	5 gal.	\$1.95
VALENCIA ORANGE	Certified	\$1.49

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Mississippi May Levy Top Gas Tax

JACKSON, Miss. Many residents of Mississippi will pay the nation's highest gasoline tax if a proposed increase becomes law.

At present the highest state rate is 9 cents a gallon in Louisiana, which does not have the local gasoline taxes which three counties in Mississippi do. With the federal tax, Louisiana's total tax bill a gallon is 10 1/2 cents.

The present Mississippi state rate is 6 cents and the proposal is to increase this to 8. In two counties a 2-cent county tax is now added on to the state tax and in one county, Hancock, the extra tax is 3 cents a gallon. To these must be added the 1 1/2-cent federal tax.

Should the state tax increase become law, Hancock County, adjoining Louisiana, will have a gasoline tax of 12 1/2 cents a gallon and Harrison and Jackson Counties will have an 11 1/2-cent one. These three counties make up Mississippi's Gulf Coast.

2525

East Anaheim

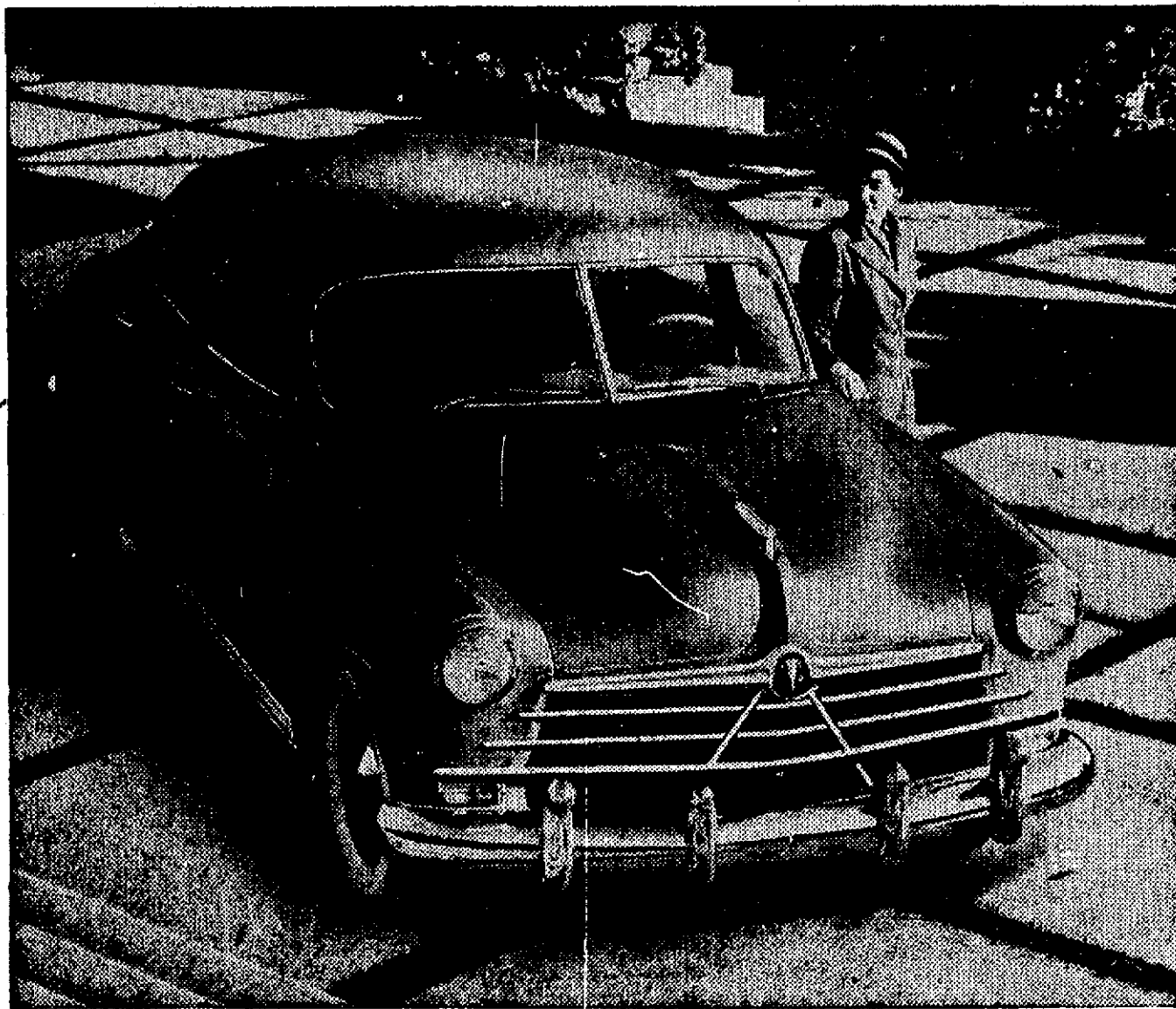
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LOWER PRICE ENTRY—Pictured is the new Pacemaker four-door sedan, Hudson Motor Car Company's entry in a lower priced field. It is a compact, five-foot high car incorporating Hudson's exclusive "step-down" design and offering more inside room and a lower center of gravity. The new model has a wheelbase of 119 inches and an over-all length of 201 1/2 inches. It is powered by the new Pacemaker 112-horsepower, high-compression, six-cylinder economy engine. The new model will go on display today at Storey-Ricketts, 750 American Ave. and Herb Bear Hudson, 220 East Anaheim St., local dealers.

Order Yule 'Gift' Car at Once, Says Dealers' Director

WASHINGTON, D. C. Persons who want to be sure of securing the delivery of a new car before the holidays were advised today to get in touch with their automobile dealer at once. This advice came from M. Robert Deo, managing director of the National Automobile Dealers Association.

"Although the production of new passenger cars in 1949 has been of record proportions, the current coal and steel strikes, coupled with preparations for new models by some manufacturers, may again result in delayed deliveries by dealers before the holidays," he said.

"Most dealers have some new cars available now for early delivery, but this condition may not continue even though current strikes may be settled at an early date. It possibly may be a number of weeks before the hundreds of suppliers of numerous parts, necessary for the production of new cars, will be in a position to start the regular flow of deliveries to car manufacturers.

"Therefore, persons who want to be sure of securing the delivery of a new car before the holiday season should see their automobile dealer now."

Washington Auto License Upped

OLYMPIA, Wash.—Motorists will pay \$5.50 for 1950 passenger car license plates, compared with \$3.25 for this year, according to Washington License Director Robert L. Smith.

Meanwhile, however, the state tax commission reported that excise fees on cars will remain the same in 1950 except that the taxes will reflect a year's depreciation. A \$1 tax will be put on all cars older than 1939 models.

New 'Scuff-proof' Tire Put on Market

DETROIT—A new automobile tire which is said to give greater traction and safety than any other tire evolved to date, was announced by U. S. Rubber Co. It features a "scuff-proof" white sidewall and a special tread that virtually eliminates the need for chains in most kinds of winter driving.

AUTOMOTIVE News

Auto Plants Now Drawing Designs of 1952 Models

DETROIT. (AP) It takes time to design a new automobile. Some cars that will not appear until 1952 already are on the drafting boards and in the clay model stage.

The 1950 models yet to come—those of General Motors, Chrysler and Ford—already have been completed. They await only the piling up of renewed steel inventories to get into volume output. The 1951 models for the most part are at that point where numerous changes still may be made before they go into production late next summer.

Indications are that the changes in the 1950 and 1951 models will not be drastic. Progress on the 1951 units has reached the point where drastic changes now would be expensive.

FARSIGHTED PLANS

The car industry's model planning has to be far-sighted. Provision has to be made in the styling and general designing for possible engineering advances already under development. Sometimes many months of planning on body design is scrapped because something new has popped up in the laboratories.

If it is something that can be safely delayed for another model year, no great loss is involved. If it is something a competitor may have been thinking about, too, it can't be delayed.

That's one of the ways costs are piled up in the development of new models.

Other sizable costs come in the retooling of body plants and the factories that build engines, transmissions, axles, wheels and other sub-assemblies.

No car maker escapes these expenditures even if only minor changes are being made in their forthcoming new models.

It has been said that "face lifting" changes, where front ends and fenders alone are altered, can be made without great expense. But even in these instances a lot of new dies are needed. So, too, are other tools used in assembly operations. Where entirely new bodies are being made, the costs can run into millions of dollars. That's one place some of the industry's profits go each year.

EYE APPEAL UPPED

The 1950 models yet to come will have a lot of eye appeal. Engineering-wise they are not likely to have much new other than the higher compression power plants and new types of automatic transmissions.

It now appears that by next summer just about every passenger car in production will be offered with automatic transmissions. Earlier guesses had been that it would take another two or three years before all makes of cars would have them.

Complicated as its design would be, a V-6 type auto engine reportedly is getting serious consideration in some engineering quarters. The problems of crankshaft balance in such a power plant are major ones, however, and it may be some time before it can be perfected.

It probably would be ideal for short wheelbase and lighter weight vehicles.

L. B. Buys More Cars Than Food

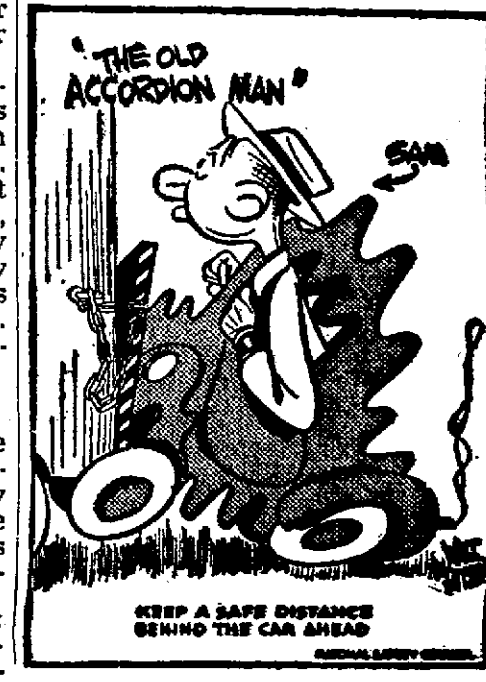
WASHINGTON. (AP) Californians are spending more for automobiles and less for food, clothing and furniture this year.

Retail trade for the first nine months of this year declined in all but the automotive field in nearly all of California's major cities, the Census Bureau reports.

Compared with the first nine months of last year, motor vehicle dealers in Long Beach, Los Angeles, San Francisco, Oakland and Sacramento reported increases in dollar-volume of sales.

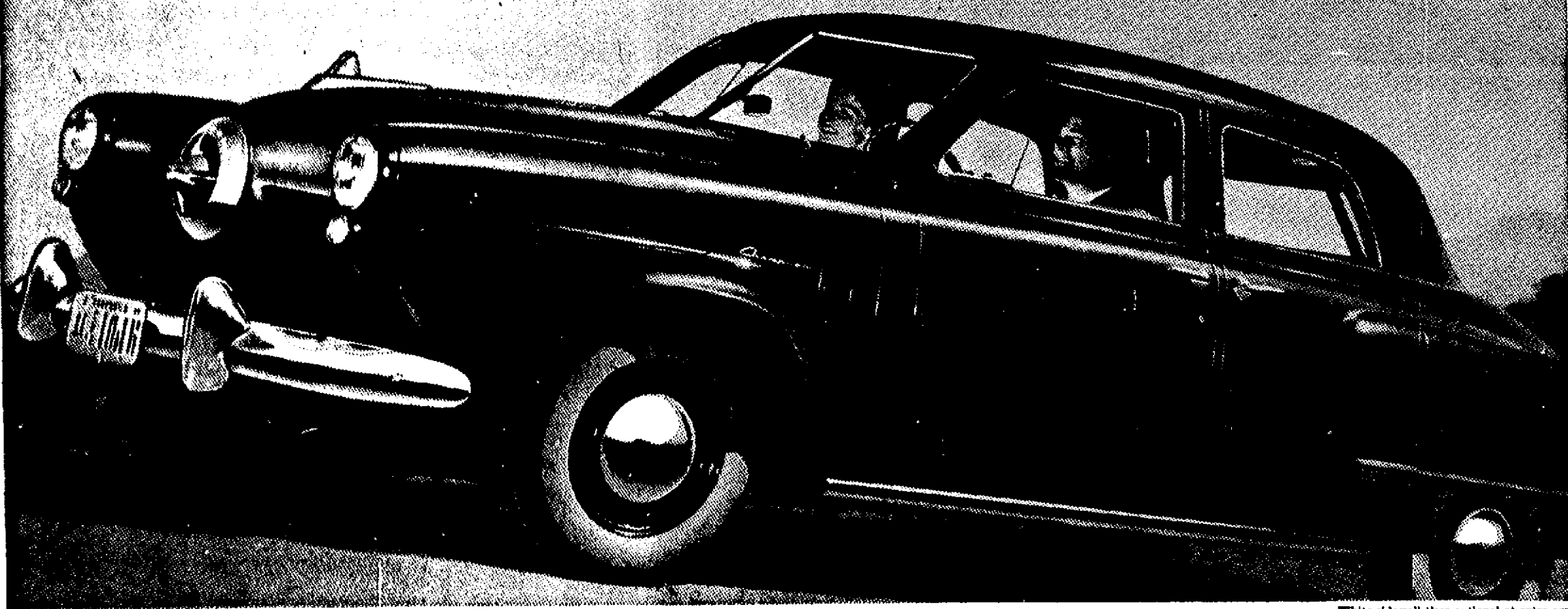
In San Francisco motor vehicle sales were up 17 per cent, Long Beach 5 per cent, Sacramento 14 per cent, Los Angeles 8 per cent and Oakland 5 per cent.

CAR TUNES



SEE this "NEXT LOOK" in cars!

TRY this "NEXT RIDE" in cars!



White sidewall tires optional at extra cost

Go out for a trial drive! Get the newest motoring thrill!

New 1950 Studebaker's "Miracle Ride"

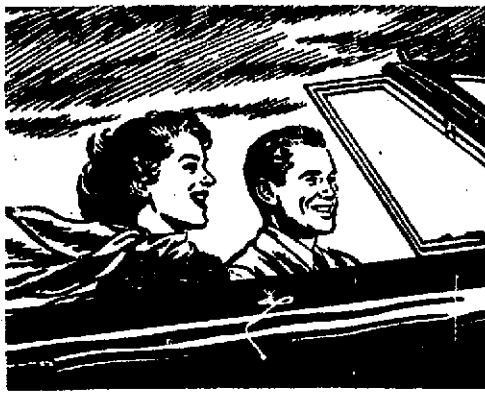
5 minutes at the wheel... and you want this car for keeps!

"TAKE a look—take a ride—and you'll take it away!"
That's what people everywhere are saying about the excitingly different 1950 Studebaker.

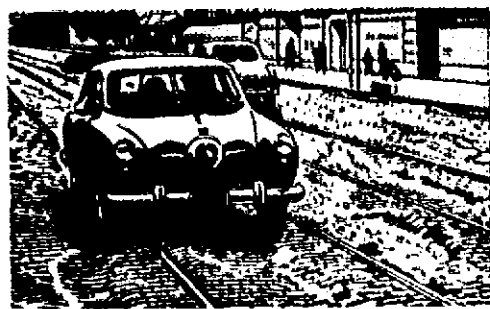
Come in now and see for yourself how right they are. Arrange to go out for a convincing trial drive in a low, long, alluring new Studebaker.

Enjoy to the full the deep-bedded, soft-sprung comfort of the new Studebaker "Miracle Ride."

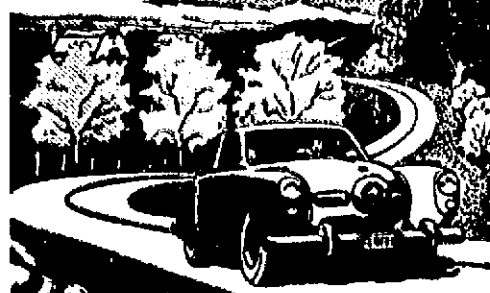
Come in and drive this 1950 Studebaker. Try out its new higher compression power. See why this car is being bought faster than any Studebaker in history!



You click off the miles at low cost! The trim, sleek design of this Studebaker is the right build for thrift. Studebaker's thrilling automatic overdrive is available also at extra cost for extra savings.



Rough going? Not for this Studebaker! The superbly balanced Studebaker design combines with a newly perfected coil spring front suspension to flatten out the roughest spots. It's a real "Miracle Ride."



No weave—no wander—on the curves! This low-sprung Studebaker puts the law of gravity to work for you when you head around a turn. Variable ratio steering. Wide-rim wheels. Extra-low-pressure tires.

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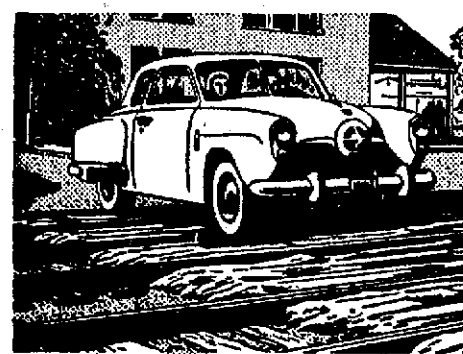
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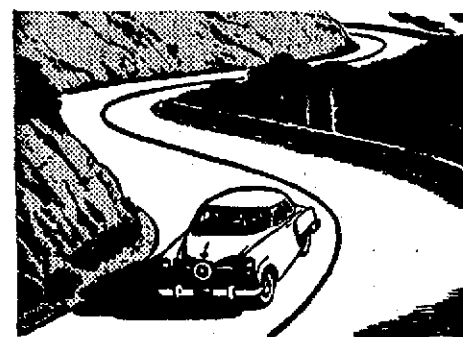
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WATCH IT FLATTEN OUT THE BUMPS!
Rough going doesn't even ripple the smoothness of a 1950 Studebaker's restful ride. Balanced design and a brand-new kind of coil-spring front suspension!



WATCH IT HOLD STEADY ON CURVES!
You wheel around turns smoothly—without weave or wander—in the sure-footed 1950 Studebaker. You never drove a car so easy to park—and to maneuver.

Delivered to You
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FOR A CHAMPION DE LUXE COUPE

AS LOW AS 30 PER CENT
DOWN • AS LONG AS 30
MONTHS TO PAY

Yes! Studebaker's Really Got It! Come Get It!

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Along Automobile Row

BY TOM WYNN, AUTOMOBILE EDITOR

Hudson's entry in the 1950 lower price field will go on display today at Storey-Ricketts, 750 American Ave., and Herb Bear Hudson, 220 E. Anaheim St., local dealers.

To be known as the Pacemaker, the new model is a compact five-foot high car incorporating Hudson's exclusive "step-down" design and offering more inside room than ever before.

Introduced in the Pacemaker is Hudson's Super-matic Drive, an automatic transmission that can be changed to conventional drive by the touch of a button, provided for that purpose on the instrument panel. This is particularly advantageous if the car is to be driven by someone unfamiliar with an automatic transmission. It also is of great advantage in traffic on steep hills under which conditions some drivers prefer to shift manually.

A. E. Barit, Hudson president, said that production of this car completes the task Hudson engineers set for themselves four years ago, of making the room, comfort, riding and safety advantages of "step-down" design available in a car that could be priced within the range of millions of new car buyers.

Southwick is well known along auto row having been associated with other car agencies in Long Beach for many years.

Long Beach's three Ford dealers enjoyed a terrific turn out last Friday as thousands of interested viewers took a look at the new 1950 Fords.

Steve Breitfelder, sales manager of the C. Standlee Martin Co., local Oldsmobile dealership, tells of the addition of Charles Ekstedt and Pat Burns to the new car sales staff. He also announced the appointment of Bud Kirkman as used car manager.

Bill Atkinson, uptown Atlantic Chrysler-Plymouth dealer, revealed that Bill Brick and E. E. Shaw, two popular auto men have joined his new car sales force. He also said that Mike Timmerman will run his service department.

Utah Law Curbs Used Auto Lots

SALT LAKE CITY, Elias J. Strong, executive secretary of the Utah Automobile Dealers Association, reports the closing of about 115 used car lots since July 1, when the state law went into effect requiring a \$5000 bond for each dealer and a \$1000 bond for all car salesmen.

State officials who passed the law hoped to control the fly-by-night dealers estimated to have stripped Utahans of \$500,000 in used car transactions when the market was high.

Most of the dealers who discontinued business were influenced by the skidding market rather than the new law since there were more used car dealers than normal market conditions required.

In spite of record output of new cars since the war, U. S. now has nearly three times as many cars over 10 years old as in 1941.

By year-end, about 35.7 million passenger cars will be in use in the nation. That is about 6.1 million more than in 1941. About 14 million of the cars in use this year will be postwar models, less than four years old. In 1941, 12 million cars were less than four years old.

But another 14 million cars today are over 10 years old, where in 1941 only five million cars had been in use for more than a decade.

And because of the four-year halt in production during the war, about 21.7 million vehicles now in operation, or three in every five, are prewar models, eight or more years old.

The average age of all passenger cars in the nation was 5 1/2 years in 1941. It reached nine years by 1946 and is now due to increased production of new models down to eight years.

Oldsmobile number 270,039 of the new 1949 series came off the assembly line last week at Lansing, Mich., to establish a new all-time production record for any model-year in the 52-year history of this General Motors division.

With approximately two months of production remaining this year, barring future steel shortages, Oldsmobile officials estimate that a total of 300,000 1949 models will be built.

R. J. Froiseth has been named Pacific coast divisional sales manager of the Packard Motor Car Co. in a new alignment of top responsibilities in the company's distributing organization, it was announced last week. He will supervise Packard field activities in these sales-zones: San Francisco, Los Angeles, Portland, Salt Lake City, Reno and Phoenix. Froiseth assumes his new post after 12 years as Packard's Pacific coast regional manager.

DEALERS DOINGS—Bob McClure, sales manager of the Glenn E. Thomas Co., Anaheim St. Dodge-Plymouth agency, reports the appointments of Jim Burnside to the new car sales force and Bill Jones to the used car sales staff.

The addition of Lyle Southwick to the new car sales force of Severin Motors, American Ave. Nash agency, was announced last week by the firm.



STUDEBAKER AWARD—Shown above displaying the Certificate of Merit Award given by the Studebaker factory is, left to right, Vic Schoetzow, Studebaker Pacific service representative; John Van Trig, Studebaker Pacific district sales manager; Vic Del Coma, Jamestown service manager; Ed James, local dealer, and C. J. Chapman, general sales manager for Ed James. The Certificate of Merit was awarded to James in recognition of his highest standards of service facilities, equipment and personnel.

New Ignition Device Aids Cold Day Start

TOLEDO, O.—A new ignition device which will help prevent starting failures in cold weather has been developed and is in production by the Electric Auto-Lite Co. here, it was announced last week.



NEW DRIVING SCHOOL—Shown at the wheel of one of his dual control instructor cars is Earl York, who has just opened a driving school at 443 West Ocean Blvd. This new method of auto driver training that York is using has gained national recognition for safety. The training car itself is unique because of its dual steering wheels, brakes and clutches, which enables the instructor to take control in case of any emergency. Larry L. Long will be in charge of instruction for York, who also operates a U-Drive System at the same location.

327-mile Charge on Turnpike \$3.15

PITTSBURGH, Pa.—Motorists going the length of the Pennsylvania Turnpike when current additions are completed can expect to pay a total toll of \$3.15 and trucks may be as much as \$20.15, the Turnpike Commission revealed last month. The enlarged route will run from Philadelphia to the Ohio State line, a distance of about 327 miles.

The passenger-car toll for the existing 160-mile road is \$1.50.

Rubber Demand Down in September

NEW YORK—New rubber consumption in September dropped 4.9 per cent from August and was 18 per cent less than in September, 1948, according to an estimate

Association Elects Oregon Official

OKLAHOMA CITY—Earl T. Newberry, Oregon secretary of state, has been elected president of the American Association of Motor Vehicle Administrators. Others elected at the organization's conference here were H. Elmer Marsh, commissioner of Vermont's motor vehicle department, first vice president; Earl W. Merritt, chief clerk of the Illinois automobile department, second vice president, and Don McClaugherty, West Virginia's commissioner of motor vehicles, secretary-treasurer.

Drive On to Cut Taxes on Tires

AKRON, Ohio—Efforts now being made in Congress to lift the heavy excise tax burden should enlist the active support of American motorists and vehicle operators who in 1948 paid more than \$150 million in excise taxes on tires and tubes, John L. Collier, president of B. F. Goodrich Co., declared last week.

Each customer pays a tax of 5c per pound on tires and 9c a pound on tubes, or a total of \$1.38 on the average tire and tube, regardless of the actual purchase price.

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DRIVE IN TODAY FOR COMPLETE, FAST SERVICE. LOWEST PRICES. WE CATER TO INSURANCE TRADE

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LEARN TO DRIVE!

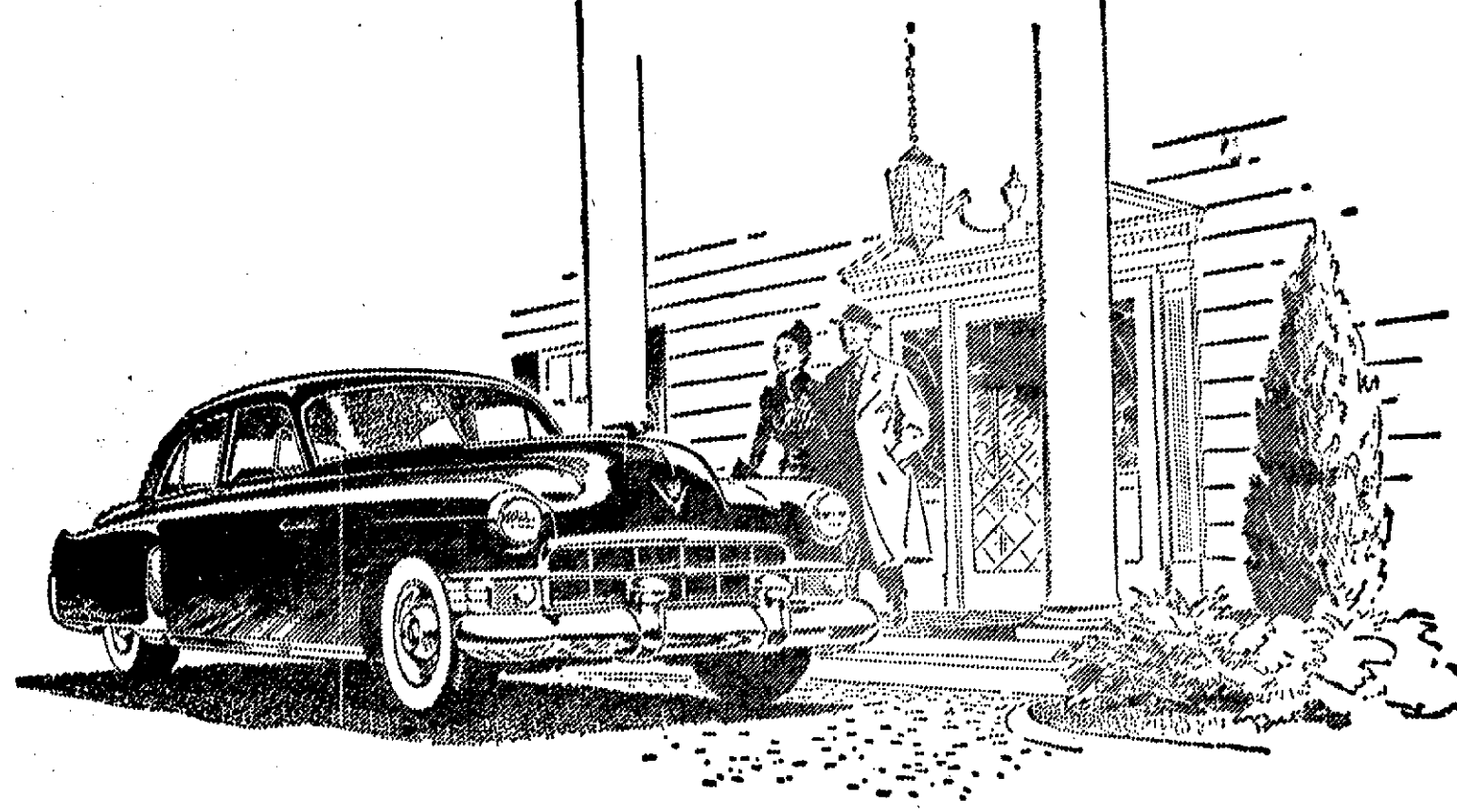
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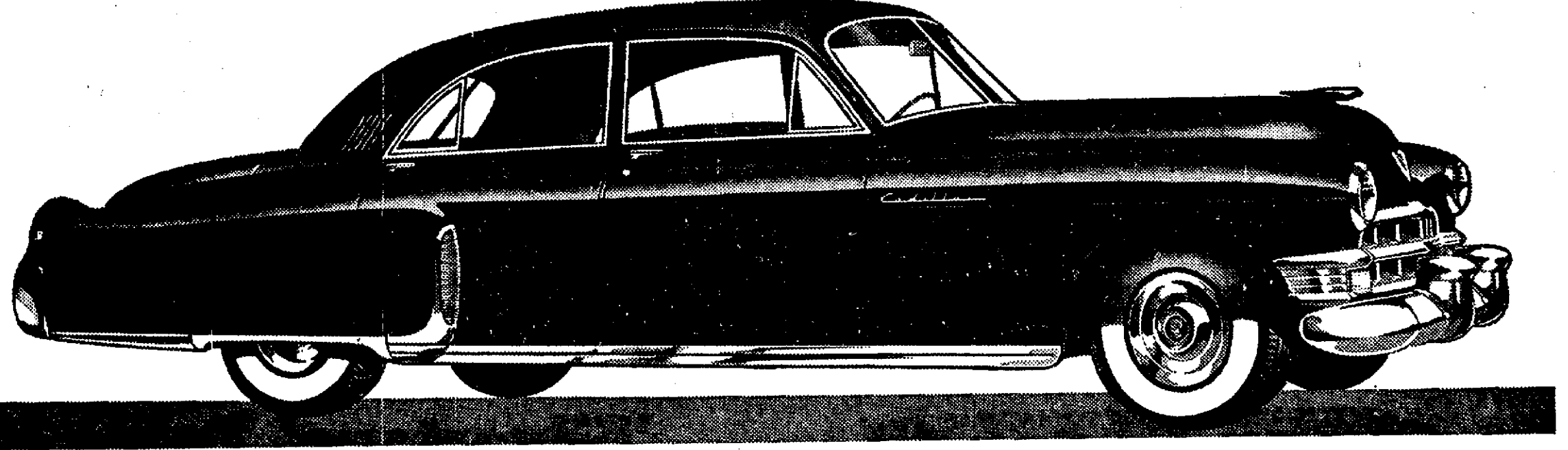
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259⁹⁵
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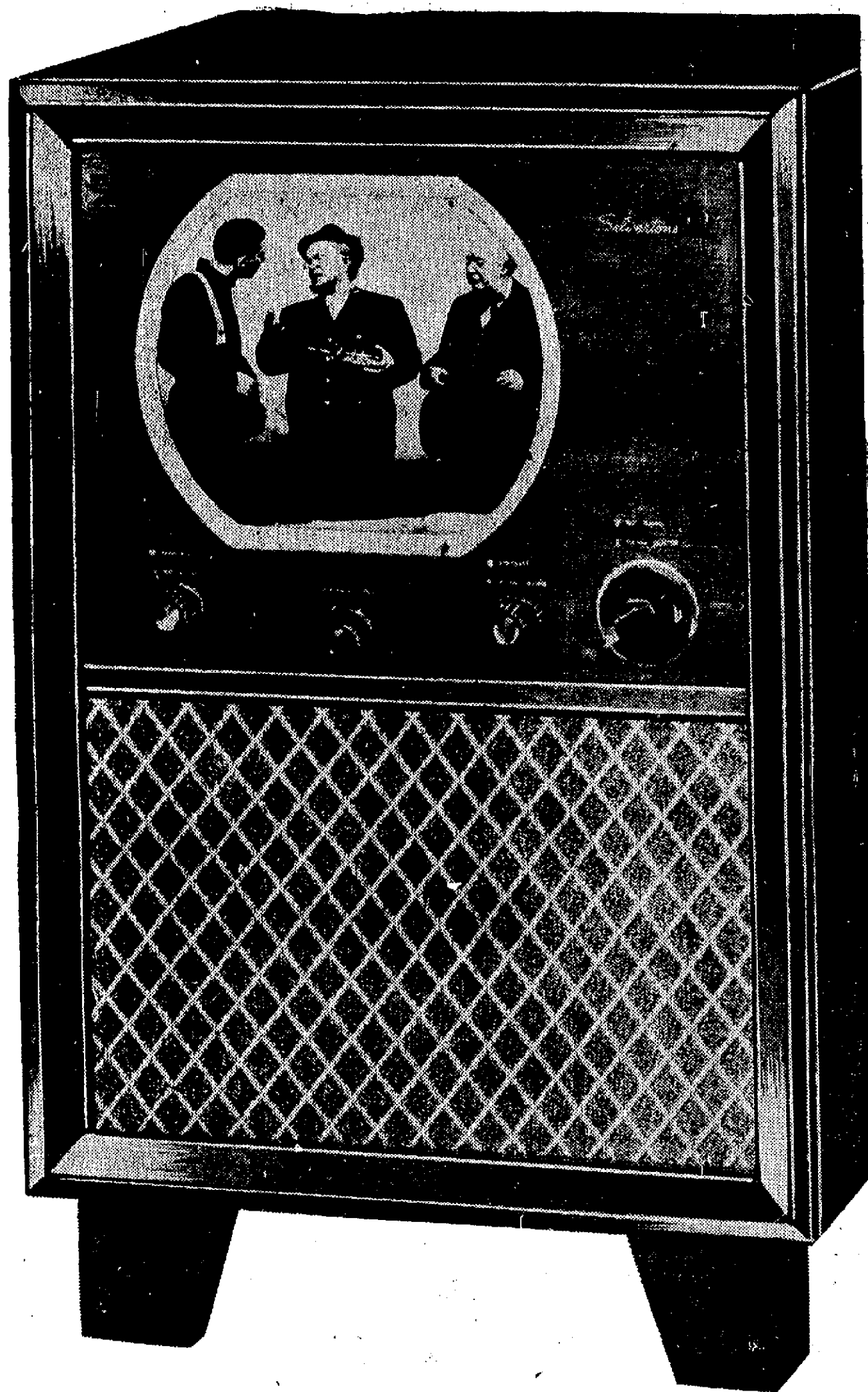
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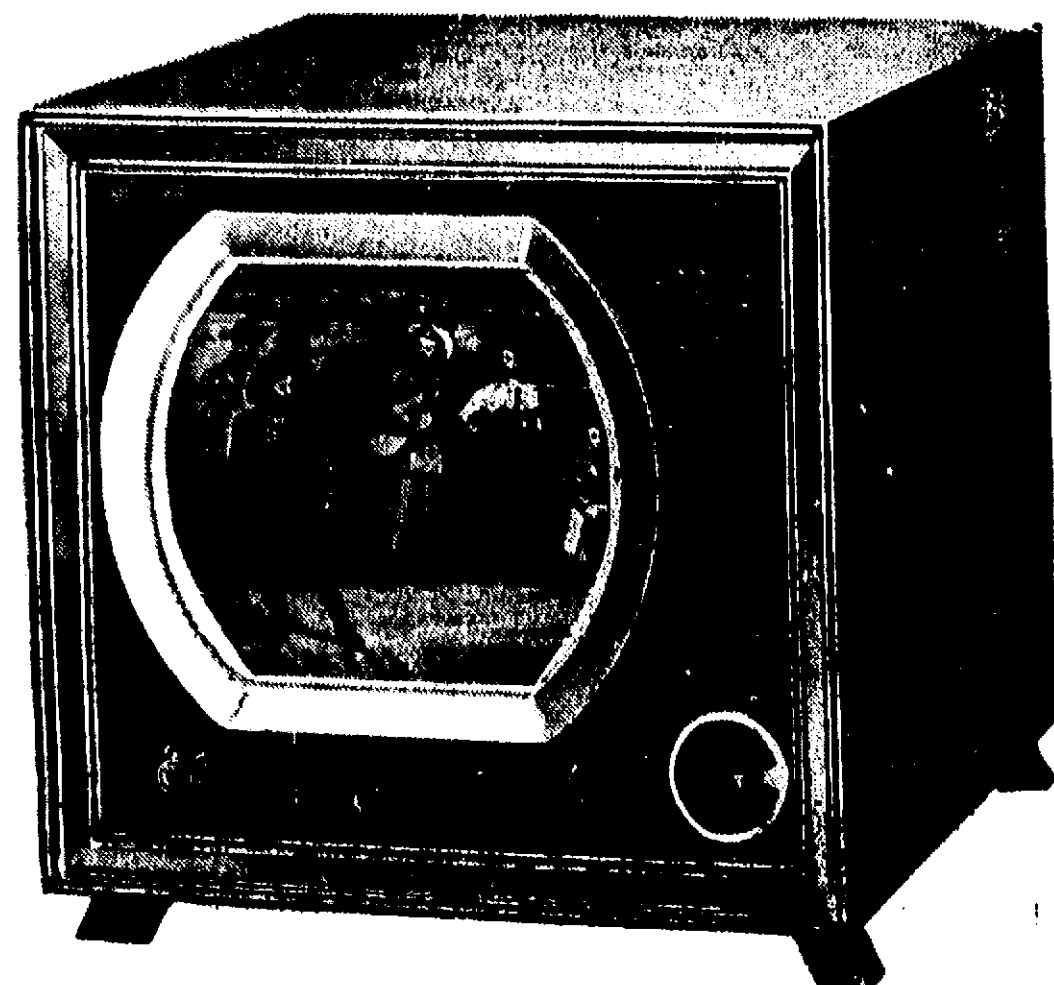
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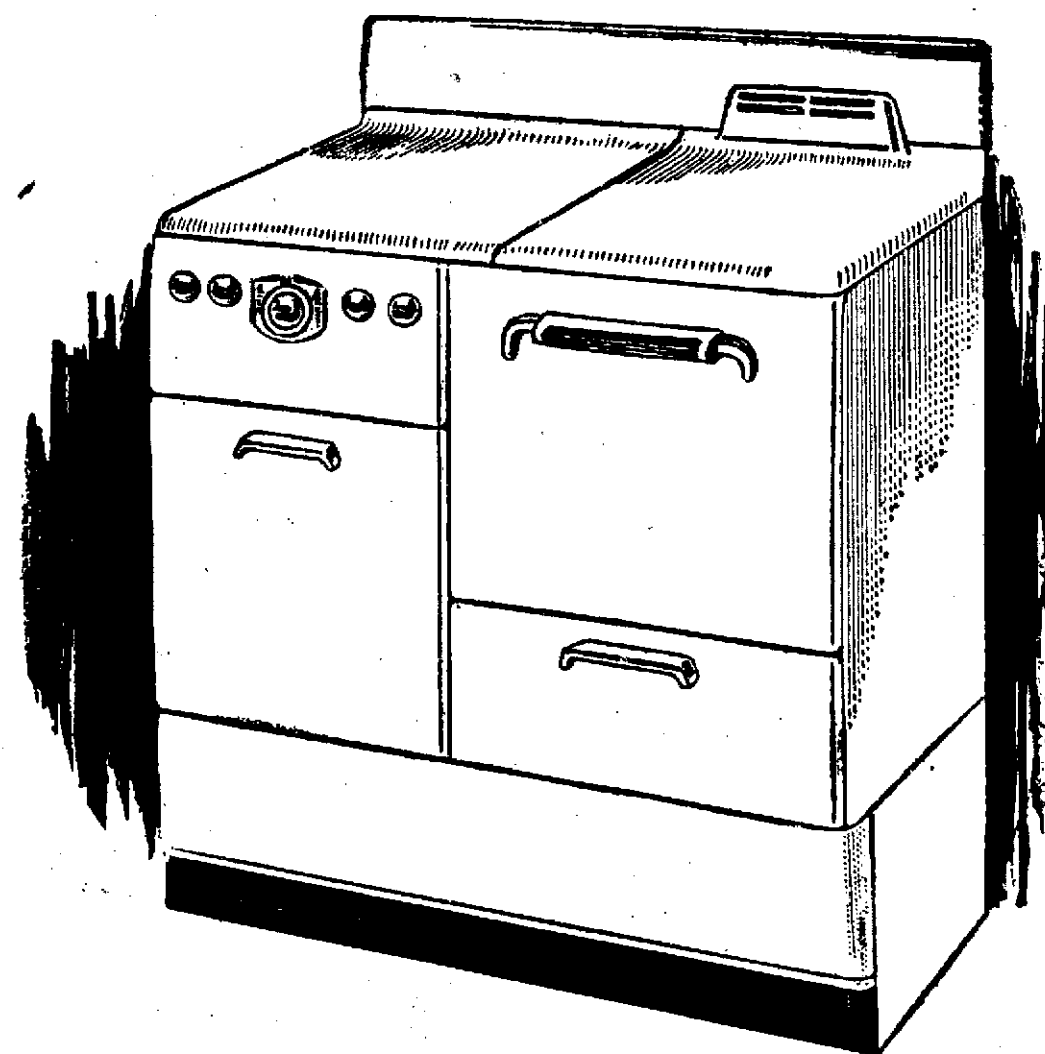
Table Model in maple veneer
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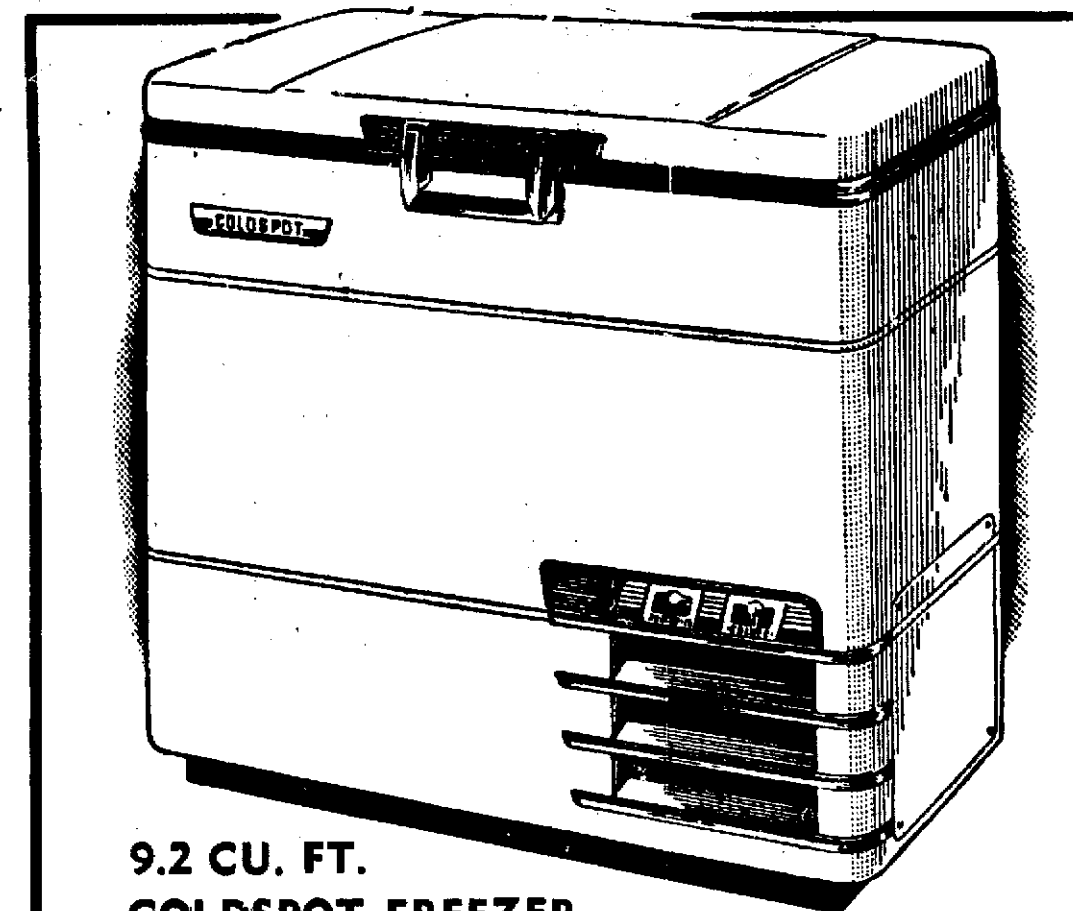


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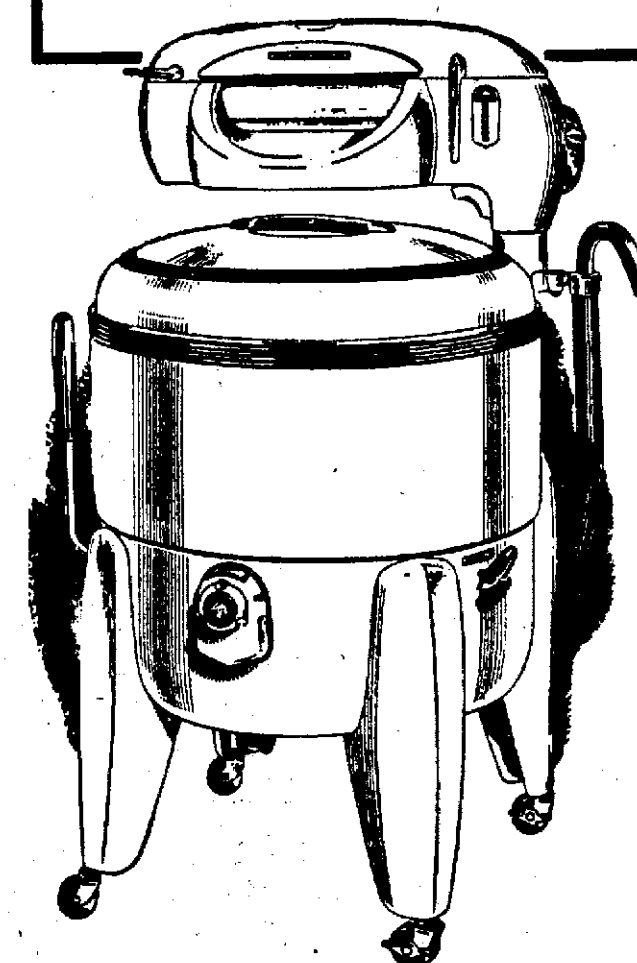


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